

JANUARY / 1958

THE REPORTER OF

Direct Mail

advertising



You Can't "Research"
Deep, Original Thinking

25

Timely Food Advertiser's, Inc. Spurts
West Coast Supermarket Sales

28

Sweet Transformer Promotion —
By The Ton

31

Plus: *Disgraceful Affair in Englewood* . . . See contents page 4

DIRECT MAIL COMES OF AGE WITH ELECTRONICS



the magic of **PONTON'S "SELECTRONICS"**

Your key to modern sales coverage is an Electronically Selected Mailing List. Accurate... up to the minute... selection from over 115,000,000 names!

The magic of electronics is the only answer to keeping abreast of the 30% change in business which takes place yearly.

This is why PONTON, as a leader in Compiled Mailing Lists, installed the Electronic Method... to save you time... money... and guarantee you an efficient way to keep informed of business changes... rating changes... relocations of businesses... and new ventures in business which occur daily.

PONTON has over 12,000 alphabetically classified lists at your disposal... trades... professions... vocations... home owners... income levels... and many other lists too numerous to mention,
in their catalog *List o' trades...*

PONTON "SELECTRONICS" is electronic craftsmanship in the direct mail field, created to serve YOU most COMPLETELY!

THE PONTON LIST IS THE ELECTRONIC LIST... AUTHORITY... ACCURATE... CODED TO ELIMINATE HUMAN ERROR!

Send for your copy of the

PONTON CATALOG *List o' trades...*
the bible of DIRECT MAIL SELLING!



IBM Electronic Equipment
Used Exclusively.

Sales Office and Production Plant

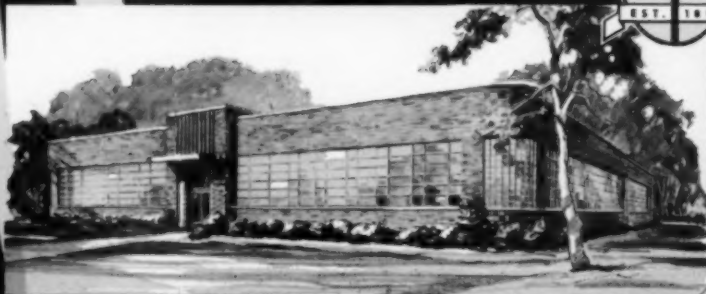
44 HONECK STREET
ENGLEWOOD, N. J.

Phone: LOwell 9-5200

New York Phone:

Murray Hill 7-5311

(direct connection to Englewood)



W. S. PONTON, INC.

LAWRENCE G. CHAIT & CO.

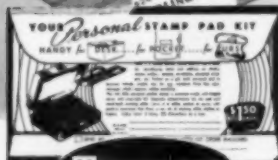
**COUNSELLORS IN ADVERTISING
AND SALES DEVELOPMENT BY MAIL**

**NOW ENGAGED IN SERVING
ADVERTISERS, ADVERTISING AGENCIES
AND MEDIA IN THESE FIVE PRIMARY AREAS:**

- 1.** Planning, creation, research and production supervision of direct mail advertising and/or mail order programs conducted by mail and designed to produce orders, inquiries or sales leads;
- 2.** Development and supervision of mail merchandising programs with particular reference to couponing, sampling, contests and premiums;
- 3.** Advice, counsel and general supervision of business correspondence for firms developing a large volume of sales correspondence, inquiry or complaint mail. This phase of the firm's work includes the preparation of manuals of business correspondence procedure, teaching of executive classes in letter writing, and the development of necessary form letters, etc.;
- 4.** Preparation of catalogs, booklets, brochures, pamphlets, annual reports, etc., to be distributed by mail or via direct distribution channels;
- 5.** The active development of new mail order businesses through creation and testing of new ideas which will be offered to clients of the firm for venture capital investment.

**OFFICES AT 745 FIFTH AVENUE, NEW YORK 22, N. Y.
PLAZA 1-7220**

**Hitchhike
your way to
increased
orders**



RETURN ORDER ENVELOPE

It's the new Tension creative design return envelope created to sell a *hitchhike* item on the outside. Here's a new way to sell more and different merchandise along with that on your insert. It's a merchandising method tested and proved by numerous direct mail users.

When a customer is enclosing his money in the envelope, he is in a buying mood. A mood you don't want to miss! A Tension envelope offering your hitchhike "impulse" item can boost the size of many of your sales.

HAVE YOU SEEN . . . "The Influence of Envelopes," a full-color movie telling the fascinating story of the envelope from paper to ultimate use. Available free, write for details.

FREE SAMPLES

Let us send you free samples of many Tension "Hitchhike" item envelopes now being used in your industry. Please enclose copies of your own business reply envelopes.

Tension Envelope Corp.
Campbell at 19th St.
Kansas City 8, Missouri

Send me without obligation free samples of Tension "Hitchhike" item return order envelopes.

Name.....

Title _____

Firm Name.....

Address.....

City _____ Zone _____ State _____

THE REPORTER OF
Direct Mail
advertising

224 Seventh Street, Garden City, N. Y.

Pioneer 6-1837

A MAGAZINE DEVOTED EXCLUSIVELY TO CONTACT BY MAIL

Vol. 20, Number 9

January, 1958

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DElaware 7-0120

WEST

H. L. Mitchell & Associates
3087 Saturn Avenue
Huntington Park, Calif.
LUdlow 5-4668

■
*selling empty space—
by direct mail*

Good distribution, key to the hustling American economy, makes empty warehouse space a vitally needed "product".

To keep prospects posted on the benefits of public warehousing and to turn them into customers, Miller Warehousing Corp., Little Falls, N. Y., uses direct mail created by Hickey Murphy Division of James Gray, Inc.

Hickey Murphy *knows* warehousing . . . knows the people who need warehousing . . . and knows how to create and produce effective, *convincing* direct mail . . . from copy draft to finished piece.

No matter what your product or service, Hickey Murphy creative service may help you do a better selling job. Send for your free copy of How To Put Action Into Your Direct Mail—and ask to see the case history file.

the
HICKEY MURPHY
division of
JAMES GRAY INC.

216 East 45th Street
New York 17, N. Y.
MUrray Hill 2-9000



Automation prognostication for mail marketers. Or . . . "Whither are we tending, tab card?"

Ready or not, the New Year is upon us with a crystal ball bang! Prognosticators everywhere are telling us "what's ahead" for business, politics, and the satellite scramble (not to mention the fate of TV westerns or the Los Angeles Dodgers). We see some "outlookers" are worried about the future of individualism and creativity . . . fearing that automation is plunging us into a totally mechanized "Age of Conformity."

Personally, I've lived through the "Jazz Age" without playing a note, the "Aspirin Age" without buying a Bayer, and part way through the "Atomic Age" without seeing an atom. Today, as a well-aged non-conformist up to IBMs in automated list selection, I'm still betting on the world-old age of . . .

"Mind Over Matter"

The fact of the IBM machine matter is that we will always have to think individually to reap the true benefits of mass mechanization. Yes, our IBM equipment can sort our list of 286,681 Rated Industrial Firms into 9 Financial Groups, as well as 20 Standard Industrial Classifications at the rate of 650 a minute. The machine can list these names and addresses on sheets at 9,000 per hour. Sure, your mailing pieces can be addressed at speeds up to 20,000 per hour . . . and duplications within our 1,000,000 Classified Display Advertisers are kicked out at better than 240 a minute . . .

But . . . speed without direction doesn't mean a damn. Unless the list compiler who has this dynamic mechanical force can come face to face with the mailer and get to know his problem . . . the force is a force. And to really get to know mailers and their problems, you still have to . . .

Rally 'Round The Cracker Barrel

My personal cracker barrel of ideas is a modern picture window overlooking a quiet inlet of Freeport Bay. For me, casting mental bread upon the inlet waters often returns some profitable marketing ideas. One day, it even produced some on-the-spot business . . . when one of my New England clients came cruising up the inlet in his pleasure boat. After tying up right at my front door, this important mailer breezed into my office looking like Barry Sullivan; tipped his captain's hat . . . then dropped a list problem smack into my cracker barrel without batting an eye. By the time the tide was out, his problem had been solved and secured . . . and my seafaring client shoved off with a precious cargo of 70,000 brand new names.

Let's Really Communicate In '58

Countless personal experiences like this prove to me that my customers—you—will always remain individuals . . . come total automation or damnation. And before we can release our electronic servant to do your bidding effectively, you and I must communicate . . . individually. In our business, where the word "personal" is paramount, this communication can only result in a more interested, more responsive, and truly more individual audience for your person-to-person persuasion in print.

So let's forget the roof top predictions and prognostications, and both get together . . . for a clear-cut understanding of just what our list and IBM selection can accomplish for you in 1958. You'll find better markets, better mailing results from both the electronics and humans at . . . W. E. Watson Corporation, 23 Hanse Avenue, Freeport, N. Y. Freeport 9-8312. ●

SHORT Notes DEPARTMENT

We welcome your direct mail ideas and news items for this department.
Send all material to Short Notes Department, The Reporter of
Direct Mail Advertising, 224-7th St., Garden City, N. Y.

□ **NATIONAL COUNCIL OF MAILING LIST BROKERS**, on Thursday, December 12th, 1957 at the Hotel Dorset, elected Jim Mosely (Mosely Mail Order List Service, Boston) President for 1958. We wish him much success and council progress in '58.

Other officers elected were:
Vice President—Jack Oldstein of Dependable Mailing Lists, Inc.; Secretary—Eileen Bennett of Archer-Bennett List Services, Inc., and Treasurer—Edith Crane of Names Unlimited, Inc.

□ **GIMMICKS AND GADGETS GALORE** are illustrated in the new 1958 edition of the Hewig Catalog, recently sent to 20,000 promotion executives. The 48-page catalog published by Hewig Co. has almost a hundred new items, in addition to the wide range of gadgets and gimmicks the company has supplied for many years. Some of the new attention-getters include "Words In Motion," which burns words and images on sales letters; "Puttmaster," a golf-putting practice device which comes flat for mailing and "Puzzle This Out," a series of puzzles which can project a product, package or trademark. You can get a copy of the new catalog by writing to Hewig at 45 W. 45th St., New York 36, N. Y.

□ **A "STATUS REPORT"** was the basis of a good self-promotion from Sidney Clayton & Associates, advertising agency at 78 E. Wacker Dr., Chicago 1, Ill. Clayton's mailing, complete with sample, told how the agency's clients are kept informed on all their current advertising, sales promotion and publicity . . . through a monthly "Status Report" from the agency. The form is designed to give clients a running inventory of what's being done at Clayton in their behalf. "This way," said the agency mailing, "clients have positive control over the work they assign

us . . . control to speed up, slow down, cancel or rearrange project priorities as changing marketing situations dictate."

□ **IN NOV.'S SHORT NOTES** on page 13 we showed you an all-black envelope design from a Modern Photography mailing. We said the idea couldn't be repeated (because the P.O. said nix). But it was . . . on the giant postcard shown here



from Printing Developments, Inc., 9 Rockefeller Plaza, New York, N. Y. While this one carried a 3¢ stamp, the P. O. cancellation wasn't readable at all.

□ **SPEAKING OF BLACK . . .** Agency Lithograph Company, 216 S.E. Grand Ave., Portland, Ore. created a clever folder pointing out "It's Still The Vogue . . . to appear in Black & White." To illustrate how ALC handles Black & White reproduction, the folder showed a late 1800's photo reproduced three times . . . demonstrating the difference in Normal Tone, Greater Contrast and Less Contrast. Folded as a self mailer (with large gold seal), the fashionable piece did a good job of explaining why Black & White is "Still the Vogue." A refreshing change from the usual drum beating for color printing.

□ **DUPONT OF CANADA** launched Vol. 1, No. 1 of their new Orion newsletter with a clever mailing format which got top attention. The newsletter, titled **Orion Facts-Fashion-News**, is standard 8½" x 11" size. But instead of sending



COLOR PHOTOGRAPH BY ANTON BRUEHL

Gallery of Letterhead **ANTIQUES**

Remember these chromos? Woodcut pictures of the plant. Steel engravings of the founder. Company names replete with Spencerian flourishes. Elaborate trade marks. It hasn't been too long ago since these were commonplace letterhead elements, but where do you find them now?

There have been immense changes and improvements in letterhead paper, too. As a look at HOWARD BOND will tell you, it has a whiteness, a crispness, a quality of texture that has never been surpassed in a paper of its grade. It is, in every sense, a proper paper for your letter-

head, and a distinguished vehicle for your business correspondence.

Ask your printer or paper distributor to show you samples of HOWARD BOND. Chances are you'll join the thousands of American businesses who use it for every letterhead need.

HOWARD PAPER MILLS, INC. • HOWARD PAPER COMPANY DIVISION, URBANA, OHIO

Howard Bond

'The Nation's

Business Paper'

Companion Lines: Howard Ledger • Howard Mimeograph

Howard Writing • Howard Posting Ledger

Printed on Maxwell Offset



Basis 80—Camberra finish



Doesn't color reproduce better on Maxwell Offset?

Howard Paper Mills, Inc. / MAXWELL PAPER COMPANY DIVISION / Franklin, Ohio

We'd be pleased to send you samples of our eight finishes and two tints

Printed on Maxwell Offset—Basis 80—Camberra finish



the first issue in an envelope, DuPont created a heavy-stock wrap-around cover which folded down into a self-mailer. Printed in two colors, the self-mailing cover was die-cut inside to make an exciting introduction of the new publication. If you'd like to see it, write to DuPont of Canada's advertising dept. at Box 660, Montreal, Que.



□ **SHIPPING COST REDUCTION** is the subject of a newly-revised booklet published by Hinde & Dauch. The 24-page, pocket-size publication tells "How To Ship More Economically in Corrugated Boxes." Contains a lot of good



advice for mail order and industrial shippers . . . about designing, testing and storing of product packages. Shows illustrated case histories of specific cost savings. You can get a copy by writing to Hinde & Dauch in Sandusky, Ohio.



□ **POSTAL CLERKS** are being reminded in the Postal Bulletin that it is permissible to mail third class matter in sealed envelopes or calendar tubes. Clerks must not mark such matter as "postage due." Payment of third class rate in such sealed articles is deemed consent of the mailer to postal inspection, if necessary.



□ **THINGS WE DON'T LIKE DEPT.:** Mass mailings of form letters enclosing order form acceptance slips . . . with a P.S. on letter reading: "Since the enclosed acceptance slip is intended for your immediate personal use, will you please tear it up if you do not take advantage of it." Oh, yeah! Neither the "acceptance slip" nor the return envelope is coded. The form letter is completely impersonal. The P.S. is insincere, not accurate . . . and raises doubts in minds of recipients. Maybe it improves returns . . . but we think it should be eliminated.



□ **40,000 PRINTING PLANTS** throughout the U. S. use \$300 million worth of equipment and related supplies every



TIE IT better, faster by machine

"Bunn Tying Machines 'a necessity' for large mailings," says Donald Walters, Pres., American Advertising Service

"Sometimes it is necessary to quote on mailings of up to one-half million pieces," reports Mr. Walters, who heads this Cincinnati direct mail firm. "Without our Bunn Tying Machines, it would be impossible for us to quote on a job that size . . . let alone accept it if offered. Truly, Bunn Machines are a very important and integral part of our mailing operations."

Tying out huge quantities of mail . . . quickly . . . is simple and economical with Bunn Package Tying Machines. Each wrap and tie of the strong twine is made in 1½ seconds . . . or less . . . never too tight, never too loose. Bunn Machines adjust automatically to any size or shape . . . tie the smallest commercial envelope or the largest catalog type. The slip-proof Bunn knot . . . which can't come undone . . . is approved by postmasters everywhere. Operation of Bunn Machines is fatigue-less, simple . . . beginners immediately do as much work as 5 to 10 experienced hand-tyers.

BUNN

**PACKAGE
TYING
MACHINES**
Since 1907

B. H. BUNN CO., 7605 Vincennes Ave., Dept. RD-187, Chicago 20, Ill.
Export Department: 10406 South Western Ave., Chicago 43, Ill.



GET THE WHOLE STORY

Send today for this fact-packed booklet, which illustrates the many advantages of Bunn Tying Machines. Or let a Bunn Tying Engineer show you. No obligation.

7640

MAIL COUPON NOW FOR MORE FACTS

B. H. BUNN CO., Dept. RD-187
7605 Vincennes Ave., Chicago 20, Ill.

- ☐ Please send me a copy of your free booklet.
☐ Please have a Bunn Tying Engineer contact me.

Name

Company

Address

City Zone State

DON'T RIP- ZIP!

ZIP-OPENERS offer extra convenience and impact . . . get attention, action and provide "opening insurance."

ZIP-OPENERS tie in with catchy copy leading to the string . . . and have actually increased returns as much as 20%!

Let this latchstring bid welcome to your message.

Send for free brochure and samples.

the
Connelly
Organization, Inc.

1010 Arch St., Phila. 7, Pa.

MArket 7-8133

Just \$1.00 to cover cost of packaging and mailing will bring you a **FREE SAMPLE**

The CLIPPER
Creative ART SERVICE

Single issues sell for \$20.00. Your sample is a big value, one idea used can make you hundreds of dollars in extra returns. Now, the revised 1987 Clipper helps you design circulars, bulletins, catalog pages, cover pages, ads, posters, house organ pages, in fact, any kind of printing—in color, too. Scores of new easier-to-use ideas with every issue.

Published monthly, subscribers include firms like Prudential Life, I.B.M., Pontiac and many others you know. Besides sample, you will get sensational new trial offer. No obligation. No salesman. Attach one dollar to letterhead and mail TODAY to Multi-Ad Services, Inc., 184 Walnut St., Peoria, Illinois.

MR. JONES LIKES MR. JONES!

Personalize your advertising with Cal-Ad-Pods. Your "daily billboard" on the buyer's desk for 1c per day. Write for details and samples.

SATIRE, INC.

Personalized Direct Mail

734 No. Brand Blvd., Glendale 3, Calif.

ZIP-OPENER

No letter opener needed. ZIP-OPEN HERE

year . . . according to statistics shown in the 1957 annual report of Harris-Intertype Corp., Cleveland, Ohio. A breakdown of the \$10 billion printing and publishing industry showed Commercial & Job Printing amounts to \$4 billion; Newspapers, \$3,300,000; Magazines, \$1,700,000,000 and Books, \$1 billion. As the eighth largest industry in the country, Printing & Publishing employs more than a million people.

☐ **IF YOU LIKE** to read about goldfish, water lilies and other exotic aquatic plants . . . write to G. L. Thomas, Jr. at Three Springs Fisheries, Lilypons, Maryland. Ask for his colorful 40-page catalog. It's different from ordinary cut and dried catalog in that it devotes twelve pages to telling fascinating story of start and development of unusual business which now spreads out over 1,800 acres with more than 700 separate breeding and plant culture ponds in the area. Located less than ten miles south of Frederick, Maryland, on Route 15. Interesting story on how their own post office got its name. Miss Lily Pons came for the opening ceremonies.

☐ **ANOTHER INTERESTING CATALOG** worth getting, reading and filing is published by William Spencer, Rancocas Woods, N. J. 126 pages illustrate and describe delightful metal heirloom gifts manufactured and sold by this backwoods mail order outfit. There's a Philadelphia, Pa., showroom at 710 Chestnut St. If you like reproductions of antique lamps, wall pieces, garden furniture, etc. . . . Spencer can supply the best.

☐ **SPEAKING OF GUARANTEES** in direct mail, the FencPaintE Division, 4911 S. Racine Ave., Chicago 9, Ill., has a lulu in its current catalog. On a page devoted to describing a total weed killer for railroad tracks and industrial plants . . . the following guarantee concludes the story: "Weed Out is the only powder that does all the things we claim for it, and we guarantee it will do even more than we claim." That just about covers the map. Thanks to Dan Jacobs of Seaman-Patrick Paper Company, Detroit, for telling us about it.

☐ **THOSE OF YOU** who have something to sell to hotels . . . should have a copy of the 128-page 1957 Directory of the Hotel Sales Management Association. Cost is \$1 as long as supply lasts. Write to executive vice president, Adrian Phil-

lips, 1325 Boardwalk, Atlantic City, N. J. Lists names of top sales personnel in most of important hotels in country with brief descriptions of facilities.

☐ **WE ARE REPRODUCING** here the corner card used by the St. Louis Button Co., St. Louis, Mo. It certainly goes all out in instructing the post offices what

NOTICE TO POSTMASTER: RETURN AND FORWARDING POSTAGE GUARANTEED.

IF FORWARDED TO A NEW ADDRESS — NOTIFY SENDER ON FORM 3547 — POSTAGE FOR NOTICE GUARANTEED.

IF UNABLE TO DELIVER

PLEASE NOTE WHY (AS REQUIRED BY LAW, SECTION 510 P. L. & R.) BY CHECKING IN SPACE PROVIDED.

- | | |
|---|-------------------------------------|
| <input type="checkbox"/> DEAD | <input type="checkbox"/> UNCLAIMED |
| <input type="checkbox"/> REFUSED | <input type="checkbox"/> REMOVED TO |
| <input type="checkbox"/> DOES NOT RECEIVE MAIL HERE | |

ST. LOUIS BUTTON COMPANY

418 LUCAS AVENUE

ST. LOUIS 2 MISSOURI
IF NOT DELIVERED IN FIVE DAYS

63 YEARS OF SERVICE

to do about incorrect addresses. Maybe it's slightly confusing to the postal clerks . . . but we're passing it along for possible adaptations.

☐ **IF YOUR MEMORY SLIPS** . . . you can now buy a reminder service by mail. Frank Seymour of Reminders, Box 5038, Philadelphia 11, Pa., offers to send you advance-by-mail reminders of birthdays, anniversaries, etc. Cost of service is \$3 per year up to ten individual reminders, each to be sent at a specified advance date.

☐ **THE SUPREME COURT** decision in the case of General Electric vs. Masters' Discount should be recognized as a victory for mail order operations. Briefly, the Court upheld (by refusing to review) a ruling by the U. S. Court of Appeals that Masters' mail order subsidiary in non-fair trade Washington, D. C. can sell GE portable appliances through the mail to anyone living in a fair trade state.

☐ **IF YOU DO NOT** receive the bulletins of the Associated Third Class Mail Users . . . by all means write immediately to Harry Maginnis at headquarters (1406 G St., N.W., Washington 5, D. C.). Ask him to send you Bulletin No. 21-57, dated December 6, 1957. He gives you latest dope on postal rate hearings, but more important he includes entire text of speech of Senator Richard L. Neuberger of Oregon (member of



Even Clowns Need Color...

... and so do you when you want your printed pieces to have the greatest SHOW on earth. That's why famous Peninsular Tuscan Cover is geared to give you color through inks or color in the stock.

For color printing, flat or process, brand new Snow White Tuscan is now available as the perfect WHITER-THAN-WHITE stage for dramatic results. Or, when the budget indicates one color printing, just turn to Tuscan for a choice of 11 crisp colors to add interest.

This message is printed on new Snow White Tuscan, an exceptionally white sheet available at no extra cost. Tuscan Cover is also available in standard white and the 11 colors shown in the Peninsular Circus Tent at right. All colors are stocked in 50#, 65#, and 130# double thick. Both whites are also available in 80#.

PENINSULAR PAPER COMPANY • YPSILANTI, MICHIGAN



Stock Lines

TUSCAN • ECONOMY • ORKID
 DUPLEX • BERMUDA • ZAMORA
 PAD • TWIN TONE • ANGELO
 WOLVERINE • SNOWEAVE

OFFICES: NEW YORK • BOSTON • BESSEMER, ALABAMA • KANSAS CITY, MISSOURI • SAN FRANCISCO • LOS ANGELES

Senate Committee on Post Office and Civil Service) to members of Oregon Newspaper Publishers Assn., in Portland, Oregon, on December 6, 1957. This is MUST reading for all who use the mails. Will give you an optimistic insight to the views of important members of the Senate. Don't delay. Get that bulletin.



□ **A FREE PORTFOLIO OF ART-WORK** is being offered to letterhead printers by Byron Weston Company, Dalton, Mass. paper makers. The Weston Bond Letterhead Design Kit can be used to create low budget or short run letterhead jobs where cost limitations don't



permit an artist or designer. Selection of designs in the kit was based on a survey of letterhead customers served by the average job printer. Complete with sample layouts and instructions, the portfolio of business, industrial and professional art can be obtained directly from Byron Weston in Dalton.



□ **IF YOU ARE INTERESTED** in having information about your product used in educational courses . . . better write to R. C. Gilboy, The Instructor Magazine, 75 E. Wacker Dr., Chicago 1, Ill. Ask for free copy of new 28-page booklet, "Principles and Practices for Sponsors of Educational Materials," by Robert C. Lusk, director of educational services, Automobile Manufacturers Assn. Valuable advice on what's necessary for better relationship between industry and educational institutions.



□ **INTERESTING TO NOTICE** that Iron Fireman Mfg. Co., 3170 W. 106th St., Cleveland 11, Ohio, longtime direct mail leader in industrial advertising . . . is now using mail order techniques. Recent two-page form letter, circular, order form, reply envelope format offered a Mighty Moe Electric Garden Tiller for \$39.95. Mighty good letter too. Hope it worked.



□ **THERE'S A NEW RASH** of simulated invoices for listings in phony local directories . . . particularly in New York, Brooklyn, Long Island area. These pro-

cut your
paper cost
up to 25%

buy
HAWTHORNE
FINE PAPERS
direct from the
mill...

The new Hawthorne paper sales policy can be the start of many improvements in your printing costs . . . and your printing results.

1. The dramatic savings provide a new flexibility. For example, you can purchase Hawthorne's No. 1 sulphite Thornwood Bond for approximately the same price as No. 4 grades. Other grades provide comparable savings.

2. You enjoy a far wider selection from Hawthorne's 1,700 stock items. A full range of colors, sizes, and finishes is ready for shipment at all times.

3. And Hawthorne's shipments are fast. Major points within 400 miles get "next morning" delivery. More distant points get comparable service.

Make this 3¢ test

Write for direct mill price lists and samples of Hawthorne Fine Papers today. Compare the savings and the quality with other papers of the same grade.



A carton or a carload...direct to you from Kalamazoo

Hawthorne lines include the following
cotton content and sulphite papers:

BONDS • LEDGERS • INDEX
BRISTOLS • COVER STOCKS
DUPLICATOR • MIMEOGRAPH
EMBOSSED • HIGH WET-STRENGTH
OFFSET • and TEXT PAPERS

HAWTHORNE

**PAPER SALES CO.
KALAMAZOO, MICH.**



Sales subsidiary of
Hawthorne Paper Co.

Manufacturers of Quality Fine Papers since 1911

Seneca

**Postpone no longer.
Look into Reply-O-
Letter today!**

24 years of service to organizations in every field

CARNEGIE ENDOWMENT for INTER. PEACE
NEW ENGLAND JOURNAL OF MEDICINE
ATOMIC DEVEL. SECURITIES CORP.
EQUITABLE LIFE, NEW YORK
WILLMARK SERVICE SYSTEM
POPULAR MECHANICS
AIR REDUCTION
DELL & HOWELL

reply-o-letter

7 CENTRAL PARK WEST
NEW YORK 23, N. Y.
CIRCLE 9-8118

Sales Offices:
BOSTON • CHICAGO • CLEVELAND • DETROIT • TORONTO

THE REPORTER OF DIRECT MAIL ADVERTISING

gent "gambits." He concludes: "I'll continue to open all such mail. I love to see a good gambit."

□ **OCCUPANT LIST MAILERS** now have an association all their own. The Occupant Mailing Assn. held a meeting in Washington during the DMAA Convention, where the following officers were elected: President: Phil Green, Utica, N.Y.; Vice-President: Ted Reiff, Cleveland, Ohio; 2nd Vice President: W. A. Storing, Columbus, Ohio and Sec.-Treas.: Lelon J. Crum, St. Louis, Mo. Purpose of the organization is to exchange ideas on compilation, methods, promotion and usage of Occupant lists. Anyone who's interested in the group can write Lelon Crum at 1209 Washington Ave., St. Louis, Mo.



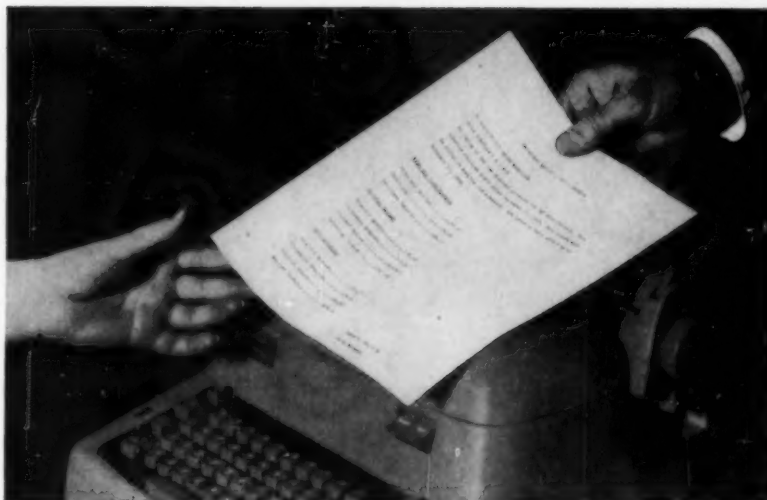
□ **"HOW TO DO IT VISUALLY"** is the title of an interesting newsletter published by The Chartmakers, Inc., 480 Lexington Ave., New York 17, N. Y. Published periodically as "An idea service for people with problems", it's a two-page report showing illustrated case histories of jobs the specialists in visual presentation have produced for others. Sample "ideas" cover presentation of charts, maps, merchandising aids, etc. If you're looking for visual presentation ideas, write to Chartmakers and ask them to put you on their list.



□ **SPEAKING OF "VISUAL" NEWSLETTERS** . . . Modern Talking Picture Service, Inc. has launched a new four-pager filled with news and ideas about public relations films. Titled **The Cue Sheet**, Modern's publication is designed for TV station program managers . . . to help them select film programs which are available for free showing. In addition to new p.r. film releases, **The Cue Sheet** also contains tips on program assistance, film exchanges, etc. If you'd like a look, Modern's address is 3 E. 54th St., New York 22, N. Y.



□ **IF YOU'RE PLANNING A NEW LETTERSHOP** or a company duplicating department . . . it might be worth your while to take a trip to Rochester, N. Y. Photostat Corporation has recently set up a fully-equipped model shop . . . designed for maximum efficiency and profit. Claimed to be the only model shop of its kind offered by a manufacturer, Photostat's layout includes complete equipment for camera work, plate-making, paper cutting and wrapping. With an emphasis on basic essentials, the manufacturer says their model is not a high-priced showpiece, but a tested plan for smooth, easy work flow. Photostat also offers a free plant layout service to all customers, which they say will later be offered to everyone in the



PRICES CHANGED...10:27 A.M.



200 COPIES OF REVISED LIST READY...10:57 A.M.

200 copies in thirty minutes, maybe less. That's fast. And easy, too, with the help of Hammermill Duplicator paper.

Lint-free Hammermill Duplicator is a non-curling sheet, gives up to 200 outstandingly bright, easy-to-read copies from a single master. It has the strength, bulk and firmness you need for fast, trouble-free production with no strike-through. Whether you have a spirit duplicating machine or an Azograph, you'll find Hammermill Duplicator helps you turn out clearer, better-looking price lists, charts, bulletins, instruction sheets, reports. Comes in a clean, bright blue-white—and six attractive Signal System colors.

FOR LONGER RUNS, use Hammermill Mimeo-Bond. Made especially for stencil duplicating machines, Hammermill Mimeo-Bond gives up to 2,000 clean, sharp copies per stencil. Its exclusive "air-cushion" surface speeds production because it eliminates slip sheeting—allows ink to dry without messy set-off.

To get better results from your office duplicators, specify Hammermill Duplicator and Hammermill Mimeo-Bond. Both contain Neutrancel®, Hammermill's exclusive hardwood pulp which gives a smoother surface for better-looking copies. Hammermill Paper Company, Erie, Pennsylvania.

HAMMERMILL **WORK FAST!**
DUPLICATING PAPERS

...do it right!
if it's worth doing

Let the members of MASA
put their professional direct
mail "know-how" to work
bettering your **DIRECT
MAIL!**



Write today for
a **FREE** roster of 1,000 members
of MASA — the professional cre-
ators and producers of **BETTER
direct mail** — to:

**mail advertising
service association
INTERNATIONAL**

18120 James Couzens Highway
Detroit 35, Michigan

PHOTO-ENGRAVING

You can measure the success of
your printed promotional mate-
rial more accurately by selecting
"Horan" in the preparation of
quality *Black & White*, *Benday*
or *Color Process* printing plates.

In the production of dependable
photo-engravings the human ele-
ment is as great a factor as the
best of modern mechanical tech-
niques.

Why not call for one of our rep-
resentatives.

INQUIRE ABOUT OUR 16mm SOUND COLOR
FILM ON PHOTOENGRAVING

**Operating Twenty-four Hours a Day,
Four Shifts Every Work Day**



P. S. A copy of "The
Art and Technique of
Photo Engraving" will
aid you with your pro-
duction problems. Send
\$2.00

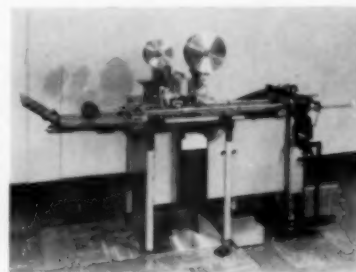
HORAN ENGRAVING CO., INC.

44 West 28th Street, New York 1, N. Y.
Murray Hill 9-8383
Branch Off.: Newark, N.J., Allentown, Pa.

industry. The model shop is open for
inspection daily at Photostat's Rochester,
N. Y. plant.



□ **SCRIPTOMATIC, INC.**, Philadelphia,
Pa. manufacturers of addressing ma-
chines, has stepped up production of selec-
tive controls on their punch-card master
equipment. Because of the increasing
demand, Scriptomatic engineers have de-
veloped a complete selective control sys-
tem . . . which can select, address, sort
and count IBM or Remington-Rand



master cards in one pass through the
Scriptomatic equipment. President Wil-
liam F. Fischer, Jr. reports "Three out
of four orders for our Model 101 now
call for the selective control feature." You
can get a free booklet about it by
writing to Scriptomatic at 310 N. 11th
St., Philadelphia 7, Pa.



□ **QUOTE OF THE MONTH DEPT.:**
"The industrial buyer is the same man
behind the desk as he is behind the lawn
mower. All too often we tend to over-
look this elementary truth . . . depend-
ing solely on the 'logical' approach,
abounding in 'reason why'—in data—
and in dullness. Our emphasis in ad-
vertising too long has been on what we
want our prospects to **think** about us.
We must concentrate more on what they
feel. There's a difference. . . ."—From
a recent speech by William Henderson,
vice-president of Smith, Hagel & Knud-
sen, Inc. before the Assn. of Advertising
Men and Women, New York. A good
thought for 1958.



□ **WE'VE MENTIONED** Leslie Crea-
tions' unique mail order promotions be-
fore . . . but their latest "Trends In
Leisure Living" catalog deserves another
word or two. One eye-catching feature
of this crisp, miniature seller was its
center spread . . . showing original per-
sonal orders from Marlon Brando, Stan
Kenton, Harriet Nelson, Moss Hart and
other celebrities. But what really snared
our attention was on the back page. One
of the prices on the color form was
wrong (\$4.95). Instead of changing it
in the copy block, Leslie gave it an
asterisked hand-written note in color at
the bottom of the page: "Oops! We
missed this error on the proof. Price is

really \$24.95 — Honest!" Good human
touch . . . typical of what makes Leslie
promotions sound informal, personal.



□ **LOOKING FOR INFORMATION** on
any graphic arts subject? The Printing
Industry of America has published a
comprehensive catalog listing "Selected
Sources of Information for Graphic Arts
Management". Prepared by Victor
Strauss, the 72-page bibliography lists a
wide range of graphic arts information
sources . . . from business libraries to
the graphic arts press. Copies of the
catalog are \$2.50 each . . . and well
worth it. You can order direct from
P.I.A., 5728 Connecticut Ave., N.W.,
Washington, D. C.



□ **"DIRECT MAIL FOR PROFIT"** is
the name of a new service created for
advertising agencies, by an agency—The
Buckley Organization of Philadelphia.
Buckley's idea is a good one . . . to help
other agencies increase their billings with
direct mail accounts. Basically, it con-
sists of a kit of "tools" which tell how
to find new direct mail accounts, how to
handle them and how to make a profit
doing it. Also includes a series of
"Direct Mail For Profit" newsletters
(imprinted with agency name) for client
and prospect mailing. Offered on an
exclusive 25-mile radius basis (sans New
York-Philadelphia market), cost of the
service is \$75 for the kit, and \$27 per
month for a minimum of 200 newsletters
(additional hundreds, \$9 per month).
Sounds like a good package for any
agency still puzzled by the question
"how do we make money with direct
mail accounts?"



□ **THE AMERICAN TOBACCO COM-
PANY** took a healthy blow at the ciga-
rette-cancer scare . . . in a recent mailing
to all their stockholders. American mailed
them a complete copy of the pocket book
Science Looks at Smoking by Eric Nor-
throp. A memo from American presi-
dent Paul Hahn said simply: "Here is
an objective analysis of fact and fiction
in the current controversy over smoking
and health. We think our stockholders
may wish to read this book. . . ." Re-
viewed favorably by the *New York
Times*, *Business Week* and many others,
the Northrup book presents a valid
clinical case . . . proving 99% of smokers
never develop cancer. We think American
and other cigarette makers should get
together and digest *Science Looks at
Smoking* . . . for mass mailings to the
smoking public.



□ **"CARD-VELOPE"** is a new three-way
direct mail format . . . developed by
Card-Velope R.S.V.P., 114 E. 47th St.,
New York 17, N. Y. The compact mail-
ing unit combines envelopes, sales letter

is
running
time
a problem?

Whether it's offset, mimeo, spirit duplicating or relief printing, ATLANTIC PAPERS are designed to give you smoother, trouble-free runs, regardless of the equipment you are using.

Whatever the problem — when production slows down or when long running time is causing higher operating costs — it's time to consider ATLANTIC PAPERS

for the perfect performance you want.

To help you select the right papers . . . consult your nearest Franchised EASTERN Merchant . . . he'll gladly guide you and provide samples. To help your operators function more efficiently, ask or write for the Eastern comprehensive instruction book, "Introduction to Office Duplicating and Printing".



EXCELLENCE IN FINE BUSINESS PAPERS

ATLANTIC BOND • ATLANTIC DUPLICATOR • ATLANTIC MIMES • ATLANTIC OFFSET • ATLANTIC OPAQUE

Atlantic Papers

PRODUCTS OF EASTERN CORPORATION, BANGOR, MAINE • MANUFACTURERS OF FINE BUSINESS PAPERS AND PUROCELL PULP MILLS AT BANGOR AND LINCOLN, MAINE • SALES OFFICES: NEW YORK, BOSTON, PHILADELPHIA, CHICAGO AND ATLANTA

"Forty-one of our clients are in the mail order business. Whenever any one of them requires list services and wants to make sure he secures skill, honesty and good conscientious work, we always say: 'get in touch with Lewis Kleid'."

VICTOR O. SCHWAB
Schwab and Beatty, Inc.

Elliott ADDRESSING MACHINES

offer you the only competition
you can find in the Addressing
Machine industry.

Consult your yellow telephone
book or write to The Elliott
Addressing Machine Co.,
127 Albany St., Cambridge
39, Mass.

or display message and reply card. Features inside reply card addressing (through outside window). The envelope-like self-mailer is particularly good for publishers, and has already been used successfully by *Reader's Digest*, *Holiday* and others. You can get samples and prices by writing to the above address.



□ **PERSON-TO-PERSON—FROM PILGRIM:** *Playboy* magazine, which in four years has zoomed to a circulation of over ¾ million, came up with a spectacular gift subscription promotion this Christmas. Recipients of a Lifetime Subscription to the magazine were notified of their gift on Christmas Eve or Christmas day . . . with a personal phone



call from *Playboy's* pretty subscription manager, Janet Pilgrim. Among *Playboy's* clientele, a person-to-person from Pilgrim is pretty coveted. As probably the most beautiful circulation manager in the business, she's also increased readership blood circulation by posing for the magazine's Playmate-of-the-Month feature. Price of the Lifetime Gift Subscription and phone call was \$150. *Playboy* reports the phone feature worked well . . . keeping Janet on the line during most of the holiday. More than 50 Lifetime subs were sold . . . including one for Frank Sinatra, from his friend, Sammy Davis, Jr.



□ **IF YOU'RE HAVING YOUR PICTURE TAKEN,** or you've got to take someone else's . . . you should read a folder titled *Hold It! Don't Move!* Published by Ruder & Finn, New York public relations firm, it explores picture-taking from the businessman's angle. Tells how to select the right photographer . . . and gives tips on posing, using props, eliminating double chins, bulging paunch, glaring eyeglasses, etc. Created in cooperation with industrial photographer Ralph Stein, R&F says the folder is a quick guide to photographic "executive beauty". You can get a free

copy by writing to them at 130 E. 59th St., New York 22, N. Y.



□ **SPEAKING OF PHOTOS . . .** did you know J. Walter Thompson Company maintains a wide-spread Travel News Service for editors? The agency publishes seasonal bulletins of photos and stories editors can obtain free of charge . . . with no credit necessary. The Winter Travel Photos edition offers 8" x 10" glossies of resorts from coast to coast, plus stories on ski areas, Hawaii, etc. You can get a copy of the photo-story availabilities bulletin by writing to J.W.T.'s Travel News Service at 420 Lexington Avenue, New York 17, N. Y.



□ **AN EDITOR'S FIRST IMPRESSION** of a press release often comes from the photo accompanying it. When this one popped out of the envelope at us, we had a hard time concentrating on the release at all. The continuous distraction of the photo made it almost impossible for us to pluck out any other facts in the release other than: "starting at waist level . . . is convenient working space . . . 5 inches apart. . . . There are no obstructions. . . . Even at top operation . . . allows individual inspection . . . ample space for jogging . . . accommodates up to 8. . . . You may transfer walking energy into. . . ." We stopped right there and rushed the photo to the engraver. When the seven lovelies stopped smiling at us, we managed to find out this is a new collator called the "Adam-



Rak". You'll have to find out more about it (and the girls) from Photo-Litho Co., Carbondale, Ill.



□ **SPEAKING OF PRESS RELEASES . . .** we highly recommend the 1958 edition of *Bacon's Publicity Checker*. The new edition of this annual directory is the most accurate and complete list of where to send your publicity material. 3,447 business, trade, consumer and farm publications are listed . . . each coded to show the type of material used. And, a new numbering system has been added for easy list compilation. In addition, there's the usual tips and sound advice on publicity handling and mailing. Price

of the 350-page directory is \$18.00 . . . from Bacon's Clipping Bureau, 14 East Jackson Blvd., Chicago 4, Ill.



□ **IDEA ART**, the new syndicated art service launched last year, has added pre-printed formats for promotion bulletins to their collection. The Pre-Prints in color offer fourteen different subjects . . . rendered in light-touch illustration. Several in the series are adaptable to brochure format, two others have action flip tops. You can get samples and prices by writing to IA at 307 5th Ave., New York 16, N. Y.



□ **"AD WORDS"** is a new four-page external house organ launched last month by the newly-merged Beckman-Koblitz Advertising Agency, Los Angeles. The colorful, illustrated publication will be mailed quarterly to more than 2,500 west coast executives . . . to keep them posted on "advertising in general and Beckman-Koblitz in particular." You can get on the list by writing to B-K at 915 N. La Cienega Blvd., Los Angeles 46, Calif.

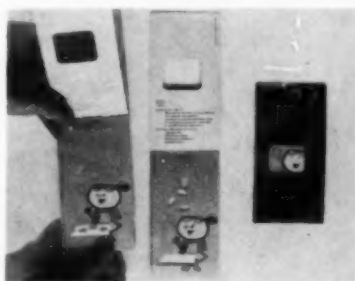


□ **WHAT?** Business firms around Duluth, Minn., are using a rubber stamp design on their envelopes . . . probably part of

a Chamber of Commerce project. Inside an arrowhead pointing to a circled arrowhead country are these statements — No floods; no cyclones; no hay fever; no sun strokes; no earthquakes; no dust storms; no tornados; no drought. Some of our friends think this is negative selling. Tends to bring up other possibilities, such as references to snow, low temperatures and what-have-you. Positive approach might be better.



□ **AND SPEAKING OF TELEVISION**, Animation, Inc. is doing an excellent job of promoting their animated TV commercials to agency art directors . . . with a series of clever "animated" direct mail folders. Created by artist Cal Freedman of Cal-Art Studios, Los Angeles, the



series is a teaser campaign . . . to showcase cartoon characters used in Animation, Inc. award winning commercials. Made of one piece, die-cut construction, the spring of heavy paper stock creates animated action when the folders are opened. The teasers are being followed by a tell-all brochure selling the merits of animation for TV commercials.



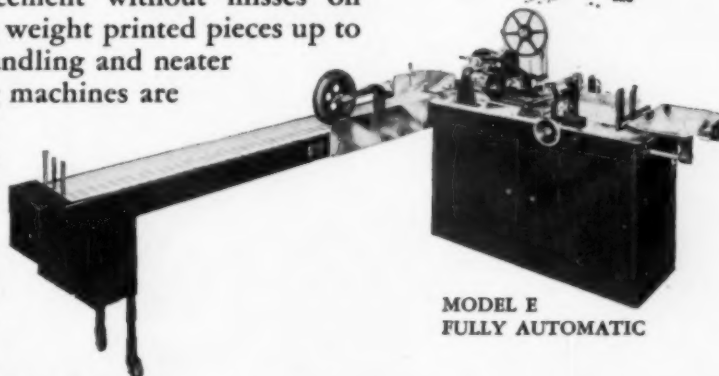
□ **PERSONALITIES IN THE NEWS:** Harry S. Truman has been selected to receive the Franklin Award for Distinguished Service, to be presented at the annual Printing Week Dinner in New York this month (Jan. 14th, Hotel Commodore). Mr. Truman will be main speaker at the annual dinner, sponsored by 65 graphic arts organizations. After many years, **Edward N. Mayer, Jr.** has left James Gray, Inc. to become a vice-president at McCann Erickson. As president of James Gray, Ed has been well-known as one of the outstanding leaders in the direct mail field. See letter on page 35. Our well wishes also go to **Lawrence G. Chait**, former vice-president at R. L. Polk, New York. Larry has opened his own advertising counseling firm at 745 5th Avenue . . . for planning, research, creation and production of direct mail and mail order campaigns.

S-P-E-E-D OPERATIONS WITH

CHESHIRE LABELING EQUIPMENT

It's "on the way" sooner with CHESHIRE equipment—and at less expense. High speed automatic attachment of pre-addressed labels synchronizes printing presses and transportation. Accurate placement without misses on envelopes, postcards and light weight printed pieces up to 11" x 14½" assures efficient handling and neater appearance. Cheshire labeling machines are available in models starting at \$3,000 and can now be supplied with an automatic town separator device.

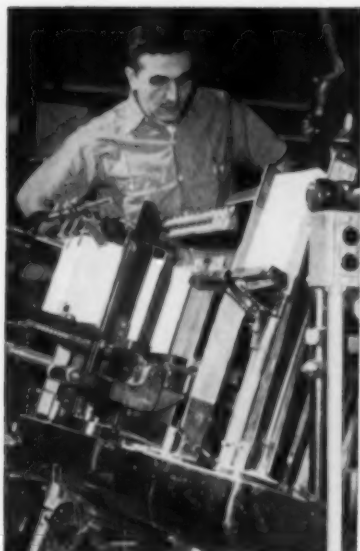
Labeling machines also available for magazines, heavy publications and newspapers. Investigate without obligation.



**MODEL E
FULLY AUTOMATIC**

CHESHIRE INCORPORATED 1644 NORTH MONROE STREET, CHICAGO 22, ILLINOIS





Get a really white bond— get Hamilton!

*Your work
is as good
as your bond*

Appearance is important in bonds. Hamilton Bond offers you a really bright blue white that's a joy to look at, a joy to print on, a joy to deliver to your customers.

Hamilton Bond has a formation which is handsome, clear and uniform—which insures a level printing surface for best press performance. It is *genuinely* watermarked, strong and durable, pre-humidified, moisture-proof wrapped. Ten distinctive, highly printable colors, too. And matching envelopes. Try Hamilton Bond . . . it brings out the best in your work!

Hamilton Papers



HAMILTON PAPER COMPANY

Miquon, Pa.

Mills at Miquon, Pa., and Plainwell, Mich.
Offices in New York, Chicago and Los Angeles

□ **NEW SO. CAROLINA DRIVER'S LICENSES** might give you a direct mail idea. The personalized, pocket-size S.C. license can't wrinkle, smudge, tear or become illegible. They're made of feather-weight photosensitive anodized aluminum . . . from Metalphoto Corporation.



In processing, 36 license applications are photographed on one negative, then film is exposed to the photosensitive metal . . . leaving a permanent impression on either side. A sapphire-hard coating makes the imbedded image impervious to acids, salts, solvents, abrasions, etc. This good looking, long-lasting and lightweight personalized feature might be used for unusual booklet or catalog covers, etc. You can get more information about the process from Metalphoto at 6811 Superior Ave., Cleveland 3, Ohio.

□ **SPEAKING OF PHOTOGRAPHY**, the Photographers Assn. of America has just published their new 1957-58 **Directory of Professional Photography**. It contains complete listings (both geographical and alphabetical) of 7,000 professional photographers throughout the United States and Canada. List is keyed according to one or more of photographers' 31 different specialties. You can get a free copy by writing to the association at 152 W. Wisconsin Ave., Milwaukee, Wisc.

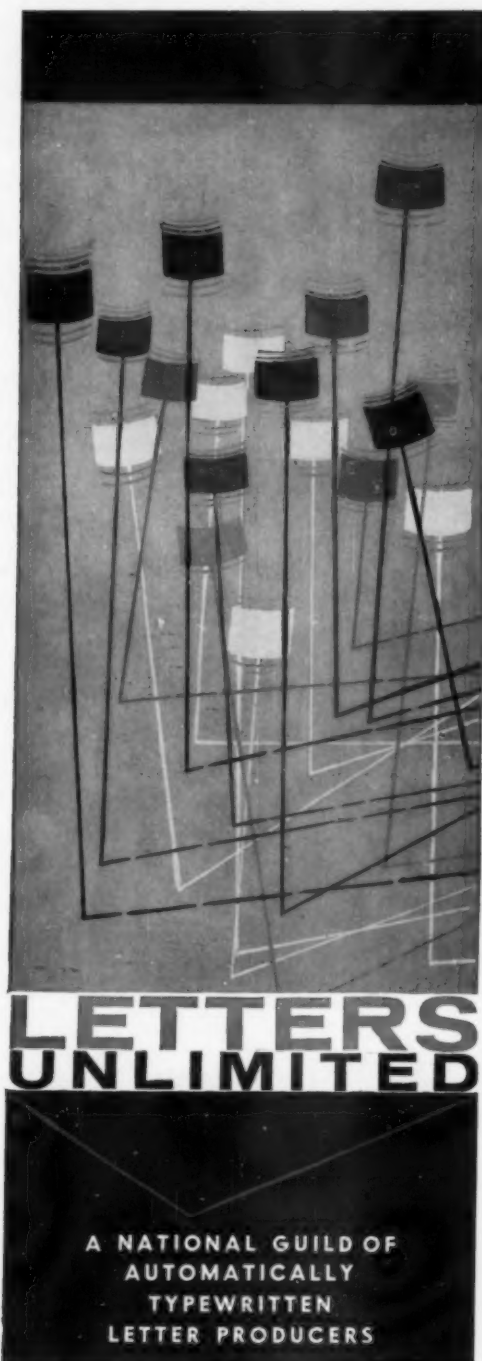
□ **WHAT'LL THEY THINK OF NEXT?** George, Inc., a mail order firm at 14407 Hamlin St., Van Nuys, Calif. is selling a new "Executives' Dart Board Decision Maker." It's a target board featuring 32 different business decisions. A dart is supplied for "the executive who can't make up his mind." And L. D. Blehart Co., Lucas Bldg., Mt. Vernon, N.Y. has taken the typical desk-reminder calendar and blown it up to a whopping giant size for wall hanging. Called "Sked-U-Cal," their's is not only a billboard for

appointments, notes and schedules, but also a calendar good for 25 years. There's no excuse for missing a date or appointment if you have a "Sked-U-Cal." It's as big as a picture window.

□ **THE POST OFFICE** Department has accepted an offer from Industrial Publishing Corp. of Cleveland, publishers of **Flow** magazine, to help effect postal economies through modern material handling methods. **Flow** personnel will form a central committee representing the material handling industry and its trade associations. Committee members and local chapters will study mail handling on the local level . . . then recommend methods for faster, more economical movement of mail. As the **Flow** staffers on the committee are top experts in material handling, this sounds like a good idea . . . if the P.O. Dept. will carry out recommendations.

□ **A PRINTING & PUBLISHING INDUSTRIES DIV.** has been established in the Commerce Dept.'s Business & Defense Services Administration. The new division's operation will include servicing business with a continuing flow of information relative to printing, publishing and other graphic arts industries . . . including direct mail. They will analyze the impact of proposed changes in American tariffs on printed products; presentation to Department of Commerce officials of industry point of view on such matters as postal rates, etc. The new graphic arts division will be directed by Horace Hart, former assistant director of the Commerce Dept.'s Forest Products Div.

□ **THE BEGINNING OF THE NEW YEAR** is a time when you should re-evaluate your direct mail . . . and try to upgrade your overall promotion efforts for the busy, competitive months ahead. It's a time when you should be thinking and planning new ways to put more **entertainment, inspiration and education** into your mailing program. And too, it's a time when you should be investigating new market opportunities and new avenues to reach them effectively . . . by mail. These are some of the many things you'll find on the pages of **The Reporter** during 1958. Our very best wishes for your successful selling year will be a sincere part of every 1958 issue we put to bed. Have a Happy — and **Prosperous** — New Year.



letters unlimited...

**A NEW, NATIONAL GUILD OF
AUTOMATICALLY TYPEWRITTEN
LETTER PRODUCERS**

- * dependable schedules
- * controlled quality
- * mass production prices

For the first time, automatically typewritten letters are available in unlimited quantity at mass production prices.

National advertisers with fast moving schedules can now enjoy the benefits of high quality, high response, automatically typewritten letters.

An order placed with any "Letters Unlimited" guild member purchases the combined production of hundreds of all-electric, automatic typewriters.

Eighteen quality mail advertising firms have pooled their equipment, personnel and know-how in a national network of automatically typewritten letter producers.

If you are engaged in advertising, fund raising or public relations programs where automatically typewritten letters could be used profitably, contact your nearest "Letters Unlimited" firm for full details.

GUILD MEMBERS:

BALTIMORE

D. Stuart Webb, Inc.
306 North Gay Street (2)

BOSTON

American Mail Advertising, Inc.
610 Newbury Street (15)

CHICAGO

Specialty Mail Services, Inc.
6330 North Clark Street (26)

CLEVELAND

Cleveland Letter Service, Inc.
740 West Superior Avenue (13)

DALLAS

Commercial Printing and
Letter Service Co. (1)
1015 North Hawkins St.
Holbrook Associates
Box 8011 (5)

DETROIT

Advertising Letter Service
2930 East Jefferson Avenue

JACKSONVILLE

Murphy Printing & Mailing
Service, Inc.
Clark Building (2)

LOS ANGELES

Robotyping Company of California
1061 Ingraham Street (17)

MILWAUKEE

Joe Ott Advertising Printing
& Letter Service (2)
422 North Water Street

MINNEAPOLIS

Gile Letter Service
723 Third Avenue South (2)

NEW YORK

Ambassador Letter
Service Company (4)
11 Stone Street

WASHINGTON, D. C.

International Business Services
1026-20th Street, N. W. (6)

Robotyping Corporation of D. C.
110 C. Street, N. W. (1)

PHILADELPHIA

The Connelly Organization, Inc.
1010 Arch Street (7)

PITTSBURGH

Advertisers Associates, Inc.
1627 Penn Avenue (22)

SAN FRANCISCO

Blum's Direct Advertising
Agency, Inc.
809 Mission Street (3)

TOLEDO

Curtin & Pease, Inc.
1814-16 Jefferson Avenue (2)

REFUSED

*Please Remove My Name
From Your Mailing List*

DISGRACEFUL AFFAIR IN ENGLEWOOD

by Henry Hoke, Sr.

REFUSED

*Please Remove My Name
From Your Mailing List*

Englewood, N. J., has a first class post office . . . largely because it has become an important direct mail center. Firms like W. S. Ponton, George Bryant and the Guild Company, which moved out of big city environment, have swelled the local postal revenue to first class proportions.

It is unfortunate that this same Englewood happens to have a narrow-minded newspaper publisher. He is Joe Daniels of the weekly *Press-Journal*.

Our direct mail friends and many local merchants were shocked to read a front page "story" in the November 21, 1957 issue. It purported to be an interview with local Postmaster Roy Gilsinan . . . with supplementary remarks credited to Postmaster General Summerfield. Picture of the post master was displayed prominently.

The article-editorial blamed slow delivery of first class mail on the tons of "junk mail" clogging up the local post office. Daniels' editor, August Wiesner, wrote a front page blast . . . followed with a plan of action. He offered to send a supply of free stickers to all who were interested. Printed a coupon good for requesting the stickers. The stickers, printed in red ink, read: "Refused—Please Remove My Name From Your Mailing List."

The postmaster promptly denied

his part of the cooked-up story . . . in personal calls to his direct mail customers. He wrote a hot letter to Publisher Daniels. The letter was printed a week later, buried on the back page.

Delegations of merchants, printers, etc., called on the publisher. He was untouched. Many phone calls were made to The Reporter in Garden City. We did some investigating just as we did back in 1939 when we wrote the "Dear, Dear, Mr. Dear" article (July 1939). A newspaper in Jersey City at that time started a campaign against "junk mail" . . . and our article showed how phony it was.

The present campaign is very similar . . . but more vitriolic.

The real truth is that Publisher—"crusader" Daniels is afraid of direct mail. He wants to keep the local merchants from using it instead of advertising in his newspaper. He has a weekly circulation of 11,000 although there are over 40,000 homes in the shopping area. Our brief investigation disclosed that local small retailers were not getting adequate returns from their newspaper advertising.

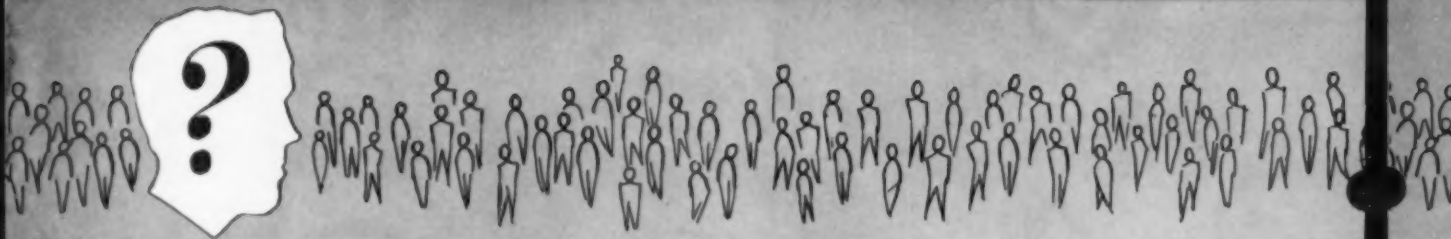
A former New York advertising man, now working in Englewood, decided to do something to help these local merchants stay in business in

competition with the large stores and shopping centers. He got a dozen or so of the merchants to go along on a cooperative advertising and selling venture. The plan was to run frequent four-page ads in the newspaper, selling the goods of all the cooperating merchants. The ads were then reprinted and mailed to all homes.

But Joe Daniels was greedy. He tried to kill the mailing of the reprints and practically insisted on an eight-page insert instead of a four. No soap! He really blew his top when he heard that the local promoter had planned a combined Christmas catalog for his cooperative group. An advertisement was prepared for the *Press-Journal* announcing the catalog and asking local citizens to be on the watch for it. Everything was all set.

So Daniels planned his scurvy front page article, with sticker offer, to appear on the very day the local catalogs were to be mailed by the post office. In other words, he was asking his readers to return the mail sent to them by his own advertisers. He was deliberately trying to hurt local business.

Of course, his article decrying the low rate of third class mail made no mention that his own paper must be



Reporter's Note: During the summer months of 1957, The Reporter kicked open a beehive of pharmaceutical direct mail controversy . . . with a two-part series titled "A Close Look At The Physician Market" (July and August '57 issues).

Although prefaced by an explicit warning to all those who would "toy" with research, negative findings revealed in the surveys were downright disturbing to pharmaceutical advertisers. They prompted one, Philip E. Jones, sales manager of S. F. Durst & Company, to pen a ringing rebuttal for our October '57 issue. Under the headline "I'm Tired of Hearing Pharmaceutical Direct Mail Kicked Around," Mr. Jones outlined a number of sound reasons why marketing, advertising and sales promotion men in the pharmaceutical field must be boiling — inwardly. "It must be an inward boil," said this staunch defender of direct mail, "because so few remarks have been made in public about the real value direct mail has for the pharmaceutical manufacturer."

The fact that "few remarks have been made in public" is true. But behind the scenes, there are countless creators of pharmaceutical product promotion who not only know direct mail's real value . . . but are using it every day to reach doctors intelligently, dramatically and distinctively. And in spite of what pocketed surveys might show, the tremendous boom of new drug acceptance (stimulated largely by direct mail) is living proof that the nation's overall fraternity of physicians does not resent the medium itself.

There is, to be sure, some pharmaceutical direct mail doctors don't like . . . just as there are types of direct mail other markets don't like. Intelligent, accurately-handled research can help any mailer eliminate these dislikes from his promotion approach. But all too often, cross-section survey results are presented as though they speak for the aggregate. Projections and assumptions made from small survey samples often fail to take into consideration well-known, established facts about the total . . . over and above what was "surveyed." In pharmaceutical direct mail's case, these well-known and established facts are:

1. Creatively, the majority of pharmaceutical direct mail is among the best, if not the best, being turned out today. Its high quality, dramatic and educational sales presentation is the envy of countless mail advertisers in other industries.

2. Pharmaceutical direct mail's overall results have consistently produced some of the highest percentages in the direct mail field. Dollar for dollar, drug manufacturers have found that an emphasis on quality, education and showmanship in their promotion continues to bring outstanding results.

3. In spite of these impressive direct mail results, marketing and selling in the pharma-

ceutical field is still behind the rapid scientific development of new drugs. The prodigious output of new drugs (many obsoleting the one produced before it) demands accelerated medical marketing. This accounts for the sizable amount of pharmaceutical direct mail doctors receive . . . described in many surveys as a "bombardment." As in any other dynamic, rapidly-growing and changing business, a doctor must keep abreast of all "bombard-

ments" . . . to stay on top of his field. The tremendous strides being made in modern medicine today prove the great majority of our physicians are keeping abreast . . . and they are using pharmaceutical direct mail as an important part of their continuing education.

A BACKGROUND REPORT ON THIS ARTICLE

by Dudley Lufkin, Field Editor

All three of these positive facts—and more—are well-known to pharmaceutical advertisers who are using direct mail successfully to introduce and promote their products. But, even in face of disturbing surveys, few have spoken up in public about the real value of direct mail.

The accompanying article is just such an answer. But more important, it is a perceptive piece of creative philosophy . . . designed to put the confusing question of "research" in proper perspective.

"You Just Can't Research Deep, Original Thinking" began with a phone call. The caller was a live-wire public relations gal named Dorothy Ames . . . who put it right up to us: "That Motivation Study of Doctors Mail in your July issue could stand a good answer from the other side of the fence. Are you interested?"

"Depends upon the answer," we answered.

Sold on taking a look-see, we agreed to spend the hour. But the hour melded into four.

The real reason was Mel Rubin.

We'd met Mel Rubin at direct mail meetings around town. We'd known some of the background of the small advertising and sales promotion agency he and his partner Milton Shaller began back in 1950. Then, they had one room, a telephone and a talented part-time artist named Jim Horne. Now, they have three brand new floors at 312 Fifth Avenue,

20 employees and a talented full-time art director . . . named Jim Horne. With their heaviest concentration on direct mail for many diversified accounts, S-R's billings are now just under \$2,000,000. A good deal of it comes directly from pharmaceutical direct mail. These are the success statistics we'd known about Shaller-Rubin.

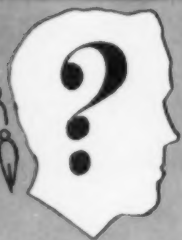
What we found out from Dorothy Ames'

We also saw some spectacularly dramatic product mailings created for Ciba, Union, Block Drug Company and others. And, we got a good look at a detailed market analysis Mel Rubin made of Saraka . . . which resulted in a campaign that took a DMAA Contest award. These are some of the case histories we could have written for The Reporter . . . "an interesting story." But the real story was inside Mel Rubin. The real story was what he was thinking about direct mail . . . and why. That's why, when he started talking about the question of research, one hour went into several!

When he had finally unwound hours later, Mel Rubin asked "Well, do you think you have your story now?"

"No . . . but you do," we replied, we asked him to sit down and dictate some of the many things he had just said.

And here it is . . . as is. The only "editing" or "elaboration" we felt necessary was this scene-setting background report. When you read this impromptu "stream of consciousness" from a creative thinker who's let his hair down, we think you'll agree that "You Just Can't Research Deep, Original Thinking." In the final analysis, no matter what "research" result you're after . . . it boils down simply to what Mel Rubin calls "The Art of Understanding People."®



"To understand people, to understand what motivates them, is an important, basic function of the advertising man . . . whether he is selling the doctor, the lawyer, the man on the street, or the man in the moon. And the truly fine practitioner of direct mail is the man who is setting the pace. He is neither too avant-garde nor behind the front-runner. He is the one who intuitively and subtly, through a combination of almost mystical communications, knows that it's the time to change. The man who knows this is a rare breed. But he is the advertising man of genius."

—Mel Rubin

YOU CAN'T "RESEARCH" DEEP, ORIGINAL THINKING



by Mel Rubin, Partner
Shaler-Rubin Co., New York, N. Y.

THIS IS THE AGE OF FORMULAS. Everyone is hunting for a panacea, the ultimate answer, the insuperable synthesis of an idea or a sales approach, the essential magic ingredient which will eliminate the need to think. The direct mail preoccupations with whether a letter should be long or short or how many colors should be used, or whether it should be gay and clever or serious and restrained, are all part of the hunt for a formula.

Because direct mail is so very important in the medical profession, since it is a basic means of communicating with the physician, it was inevitable that the hunt for a formula would be even more intense. With the introduction of the latest panacea for advertising ills and advertising problems—motivation research—it was inevitable that this new technique would be applied to a study of the physician . . . with an eye toward increasing the effectiveness, raising the level of readership, of pharmaceutical direct mail and journal advertising.

Dr. Ernest Dichter undertook a motivation study of the American physician under the sponsorship of the Pharmaceutical Advertising Club.*

His report is of great interest and has great merit. But seriously, I think it is time that the work of Dr. Dichter was put in its proper perspective. What has he done? What real contribution has he made? Is his a contribution that has genuine distinction?

To the extent that he has articulated what every competent advertising man has known or practiced intuitively, Dr. Dichter has made a real contribution. To the extent that he has stimulated the thinking of advertising men who are learning their craft, Dr. Dichter has directed their learning toward understanding the market to be sold. In these respects he has given us a document of value.

But to endow Dr. Dichter's findings or techniques with powers of some secret—magical witch's brew that is the total answer to industry's problem of moving merchandise—is to eliminate from the advertising procedure the basic process of deep, original thinking.

To understand people, to understand what motivates them, is an important, basic function of the advertising man . . . whether he is selling the doctor, the lawyer, the man on

the street, or the man in the moon.

I am always especially amused by the question, "Is the doctor different."

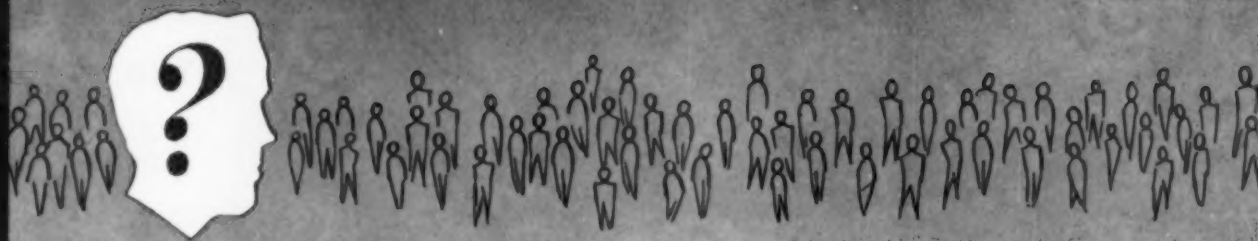
Of course he is different . . . he's different as hell. But so is my Aunt Susie, and so is the janitor in my building and so is the management executive. Everybody's different. Everybody has hopes and aspirations which are fathomable. If we can interpret our merchandise in terms of the hopes, the aspirations, the fantasies which people indulge themselves, or the image they prefer to have of themselves . . . we can move them to buy the merchandise we are selling.

We now get down to the specific application of motivation research, which I prefer to call *The Art of Understanding People*. Once you know what motivates a human being, whether he be a doctor or anyone else, the challenge of how to interpret your product in terms of these hopes and aspirations still remains.

How effectively has the pharmaceutical industry interpreted their products to the American physician? They have done it brilliantly. The direct mail being produced and created by the pharmaceutical industry for the American physician represents some of the most strikingly effective direct mail produced anywhere.

It is imaginative. It is daring. It

* See "A Motivation Study of Doctors Mail", page 24, 1957 *Reporter*. Included in *The Reporter's* two-part series on A Close Look At The Physician Market, this report gives results of Dr. Dichter's M. R. study which claims ". . . an overwhelming proportion of doctors tend to make short shrift of direct mail advertising."



has change of pace. It is closely watched. New techniques are constantly being tried. Pharmaceutical advertising people are most receptive to new ideas.

For these reasons I tend to resent the implication by people who have not been involved in these day-by-day problems of creation that everything's been done all wrong. There is the further implication that the people who are creating direct mail sent to the physician have not understood the physician. The fact remains that they *have* communicated to the physician . . . and they *have* effectively sold countless new drugs.

A Kindergarten Maxim

Let's look at some of the things Dichter said specifically. He recommended some specific copy techniques and visual approaches. If, for example, you want to appeal to the physician, Dichter maintains you must cloak your story in an aura of science. Yet, you must present it in an interesting manner to get to his eye and his mind. Does he suggest that pharmaceutical advertisers are unaware of this kindergarten maxim?

And how do you dress up your mailing piece? With one color, two colors, four colors, die cuts, silk screen? How expensive do you make it? If everybody is using elaborate, expensive brochures the company who prepares a simple black and white mailer may capture the eye of the physician . . . simply by contrast.

Pharmaceutical advertising, as with all other advertising, has had its cycles. For a period of time, extensive sample mailings were the preoccupation of most companies. The saturation point was soon reached. The physician soon had less regard for the sample mailing. When the cost of these expensive mailings became too great due to lessened impact, a change was indicated. The same principle applies to four color process pieces, to frequency jumbo cards that are mailed out simply to catch the physician's eye and make a quick impression.

Employing A Basic Adv. Technique

A great deal of attention has been

paid to recent mailings by Hoffman-LaRoche.* These mailings — a large box filled with samples of a number of Roche products and other materials that are visually attractive and desired by the doctor — have registered with impact on the medical profession. Cleverly, Roche indicated that their reason for this basic change in their advertising policy was out of consideration for the physician. Rather than clutter up his mail with a barrage of mailings they would now send him a few large choice mailings which would be comprehensive, attractive, etc.

Well, what was Roche doing? They were employing a *basic* advertising technique and employing it well. They were aware of the fact that the doctor has been becoming somewhat blasé about the sameness of his direct mail. They executed a striking change of pace . . . and got results.

Now understand I said "blasé" and not "irritated." The only time the doctor appears irritated is when someone asks him, "Aren't you annoyed with the amount of direct mail you receive?" He then appears quite annoyed and says, "Yes, I am."

Well, isn't this the doctor's way of playing a role, acting out a fantasy? He is playing a role to the interviewer or the reader of a questionnaire. He is simply saying, "I'm an important, dedicated scientist. I don't have time to waste on advertising. Give me the facts." Here is the image of himself that he prefers to see.

"The Rubin Law of Erasure"

Hoffman-LaRoche knows they can get favorable acceptance of their mail if they pay homage to this image. They did it well. But in doing it they gave the doctor a whopping presentation he could scarcely resist. It had all the elements of showmanship with a heavy sprinkling of "gimmick." Their mailing was comparable to the impact of a TV spectacular.

But if you could see a TV spectacular every day and every night, you would soon become terribly bored with TV spectaculars. The same thing

* 1956 DMAA Gold Mail Box Award winner . . . for best campaign of the year. (Reviewed in the October, 1956 *Reporter*.)

would happen if everybody tried to do in the mails what Roche did.

This is frequently known and referred to as the "Rubin Law of Erasure," which says that "*things equal to the same thing tend to obliterate each other.*" It is quite apparent that this law applies in advertising as in other things. Who, then, is the superb direct mail practitioner?

The truly fine practitioner of direct mail is the man who is setting the pace. He is neither too *avant garde* nor behind the front-runner. He is the one who directs the trends, who intuitively and subtly, through a combination of almost mystical communications, knows that it's the time to change. The man who knows this is a rare breed. But he is the advertising man of genius.

Let's Put Dr. Dichter In Proper Perspective

There is an agonizing concern about the volume of direct mail the physician receives . . . with the often-asked question: "Doesn't he get too much mail?" If he does, then the cost of getting him to prescribe your product will go up. At the point where profits are painfully in jeopardy, you're going to do something about it. You'll change your ways.

It is certainly true that the swiftly changing economic picture in the ethical field demands that the pharmaceutical manufacturer be more cautious about introducing a new product. The cost of advertising and selling is rising rapidly.

The volume of direct mail will continue at its current, heavy rate so long as it pays off. When it stops paying off, something will be done about it.

As for Dichter, let's not ignore him or let him worry us too much either. He is certainly worth reading. He has done some important thinking along with many others in our time. He has articulated principles which any advertising man would be foolish to deny.

On the other hand, let us put him in proper perspective by understanding that he has simply been able to express the things professional advertising men have known and have done for years. ●

Ad Manager Parley

Coast Stores Take to Mail To Bolster Store Opening

SUPERMARKET NEWS, MONDAY, SEPTEMBER 30, 1957

CORONA DEL MAR, Cal., Sept. 29. — Southern California supermarket advertisers showing increased interest in the use of mail as a merchandising tool, with emphasis on new store openings.

This was the consensus of about 20 chain and independent representatives at the Southern California Retail Food Ad Managers Association staged here last week.

The Southern California Retail Food Ad Managers Association staged here last week with Market as co-sponsor.

To analyze mail usage, Chester Lighthizer, marketing director of Timely Food Advertisers, a mailing firm, was invited to address the group.

He pointed out, "the most accepted use of mail in this area seems to be for announcement of a new market opening." The statement was further borne out by Philip Merrick, ad manager of the 52-unit Mayfair Market chain, and Leonard Herrmann, ad head for the five-store Hughes Markets, Inc.

Said Mr. Merrick, "we consider mail as another form of advertising. In some places it brings us traffic and in other spots—no." He pointed out the recent opening of a new Mayfair in Santa Ana, Cal., had resulted in 20,000 new customers.

cents off on any deli packaged item. In his discussion of merits of mailings, Mr. Lighthizer emphasized that supermarket operators should be more interested in reaching customers living within eight or nine blocks of their stores rather than to the heavy influx of new people into this area and that studies showed 90 per cent of customers shop in more than one market.

"You may use mail with a coupon to determine just where your customer comes from," he observed. The executive said mailings could be utilized as a "courtesy" feature similar to that used by department stores. "Notify your customers in advance of weekly sales that certain specials will be available."

the customer personal copy of was recommended for a free service.

To be effective, a mailing should be simple and pose a reason why the customer should act.

Reporter's Note: The pages of The Reporter are frequently filled with articles about the important subject of retail direct mail. Now we'd like to give you a report on one of the most important segments of retailing . . . the grocery market. Toward the end of the year, we heard about a livewire talk given by Chester F. Lighthizer before the Retail Food Managers Association in California. His subject, "The Use of Direct Mail for Grocery Stores," interested us . . . so we wrote and asked him more about his booming organization, Timely Food Advertisers, Inc., 6726 N. Figueroa St., Los Angeles 42, Calif. This article is a result of his answer . . . showing how supermarkets on the west coast are finding out what department stores have known all along about direct mail: it pays. And while Mr. Lighthizer's article was being put into type, we found the two capsule case histories which follow right in our own backyard here on Long Island. Together, all three point to one significant fact: both large and small stores alike are finding direct mail their best traffic-builder.

Metrick's May End Local Paper Ads

LOS ANGELES, March 17.—Highly critical of distribution figures quoted by some community newspapers, Sid Sacks, general manager of the six-unit Metrick's Markets, indicated management is considering termination of newspaper ads in favor of mailings.

Metrick's last week began mailings through Timely Food Advertisers, Inc., aimed at boosting business in its 520 West Willow market. The regular community newspaper ad was also run with a coupon while the mailer had a different coupon. "On the basis of redemption at the store, we find the mailer drew more customers at the ratio of 30 to 1 for the newspaper," Mr. Sacks reported.

As reported last week, Metrick's also added Orange stamps to its promotional program. The executive observed that chainwide, a 25 per cent increase in sales was noted last week.

Promotion News

Shopping Bag's Mail Drive Emphasizes Quality Meat

LOS ANGELES, June 16.—Shopping Bag Food Stores, Inc., 32-unit Southern California chain, is using special customer mailings for an national campaign to emphasize its quality meat program. For the first time, Shopping Bag is using mailings for an division, this city. The three-page mailings are being sent for four Shopping Bag stores.

use the chain considers one of its most important merchandising categories. The mailings stress the story with pictures and

beef," and explained how Shopping Bag determines its purchases. The program has been developed by Frank Burke, advertising manager for the chain.

HOW TIMELY FOOD ADVERTISERS, INC. SPARKS WEST COAST SUPERMARKET GROCERY SALES

by Chester Lighthizer, Market Director
Timely Food Advertisers, Inc., Los Angeles

TIMELY FOOD ADVERTISERS is a direct mail firm that was activated to fulfill the advertising needs of the retail food industry—primarily supermarkets. Mr. M. M. Johnson, the owner, began five years ago with two markets and a weekly circulation of approximately 5,000 grocery mailed ads. Today, we have approximately

35 grocers . . . including many chains with a weekly circulation of 300,000 to 400,000.* This covers an area from Sacramento on the north, Phoenix on the southeast and Las Vegas,

*Our production man has just completed this week's run; and reports circulation is 500,000. This is the first time that we have hit this figure but plan on printing at least that every week in the future months to come.

Nevada on the east.

We have two divisions consisting of Timely Food Advertisers accounts and Chain Store Ads. Some of Timely's nationally recognized accounts are Raisins, Boy's, Shoppers, and Kory's. Some of the Chain Store Ads accounts are Shopping Bag, Thriftmart, Alpha Beta, Mayfair, and

A PRIMER FOR RETAIL GROCERS ON THE EFFECTIVE USE OF DIRECT MAIL

Condensed from a talk by Chester F. Lighthizer, Marketing Director of Timely Food Advertisers, given at a meeting of the Southern California Chain Advertising Managers Club, Corona Del Mar.

Basic Uses of Direct Mail For The Retail Grocer:

- To inform, interest, and persuade consumers to visit his market for their needs.
- To present a contest . . . i.e. a special trip to Paris, etc.
- To determine exactly where customers are coming from, and effective boundaries.
- To give customer advance notice of sales.
- To determine effectiveness of loss leaders. Total purchases to be noted on coupon.
- To overcome high mortality—the customers who drift, move, are dissatisfied, etc.
- To prevent competition from influencing your steady customers.
- To promote the store itself. To get across identity, character, personality of the store, regardless if it fails to sell a product.
- To develop an occasional customer into a regular one.
- To promote sales in departments where customer frequency is less—Liquor, Department Store, Nursery, etc.
- To provide the customer with your ad, with no cost to her. (She doesn't have to subscribe to a newspaper.)
- To conduct customer relations survey. Does she prefer self-service meats? What newspaper does she read?
- To announce a grand opening. (Here-to-fore the most frequent use.)
- To announce annual Big Sale . . . monthly sale . . . etc.
- To provide the customer with a special service . . . Free Want Ads, Community News, Marketing Reports, etc.
- To present meat, produce, friendliness campaign.
- To present customer with a tangible value-coupon worth 25c.
- To create a demand for a product.
- To encourage customers to use your check cashing facilities, by filling out enclosed card and deposition in market.
- To break down resistance in a highly competitive area.

Guideposts For Successful Grocery Direct Mail Promotion:

- NEEDS AND WANTS**—Must be written just for her needs and appeal to the availability of her funds.
 - PEOPLE CONTACTED**—Must contact those immediately in your area, the most logical customers, the backbone of your business.
 - SIMPLICITY**—Write it for her. Make your ad easy to read. Remember, she'll probably read eight other Grocery ads with yours.
 - WHAT'S IN IT FOR HER**—We're all out to get something free, a personal benefit. Why should she prefer your market-Reason.
 - APPEAL TO HER EMOTIONS**—Recognize the drive for Self-preservation, Love, Attention, Recognition, Motivation, Security.
- These above ingredients will make an excellent message, however, it is no guarantee it will bring customers into your market. Any message you may bring her via newspaper, radio, or T.V. is meaningless and void IF she has classified you at the bottom of her preference list because you have failed to provide her with those things she has come to expect from business such as Service . . . Quality . . . Prices . . . Friendliness . . . Conveniences . . . Cleanliness . . . Orderliness. Any one of these reasons, or one of a thousand others, can keep Mrs. Shopper from visiting your store. DON'T ever expect to undo a wrong simply by shouting or making claims in your ads.

What To Look For When You Start Grocery Direct Mail:

- New faces-customers.
- Customers carrying the ad.
- Coupon redemption (good or bad coupon).
- Increased customer count.
- Increased dollar volume.

And Finally:

Be sure to ask her if she received your direct mail and if she liked it. REMEMBER . . . forget your customers for a minute, and they forget you. You must keep in touch with them.

Chester Lighthizer tells retail grocers the basic uses of direct mail, guideposts for successful grocery direct mail and what to look for when starting food promotion via direct mail.

Stater Brothers. The Chain Store Division layouts are all personalized, special weekly layouts; whereas Timely accounts are provided with a layout where the grocer simply fills in allocated blocks.

"Immediate Area" Concentration

Timely's tremendous growth has been due to both the fabulous growth of Los Angeles (approximately 1000 people a day entering California) and the ineffectiveness and continued increasing costs of newspaper advertising. More and more grocers are turning to us to fulfill their advertising needs, after realizing that they are not getting results with other media. And many are finally realizing that they must concentrate more on these consumers in their immediate area, rather than depend on large circulation figures.

No longer are the alert, progressive grocers taking their neighbors for granted. Simply because potential customers live three or four blocks from the market is no basis for assuming that they will logically patronize this grocer.

A Close Market Check

Our departments include composition, printing, surveying, addressing and mailing. We also function as an agency, where we create promotional and institutional programs for the grocers in the Chain Store Division. We create, print, address, mail and later evaluate effectiveness of all ads, under one roof. These food promotion pieces have colorful, personalized, illustrated messages to the consumer.

And, they contain coupons . . . which help us and the grocer determine the direct mail's effectiveness. Coupon returns plotted on area maps are related to new customers, sales volume and most effective market areas. Usually, our clients mail from 2,000 to 20,000 ads per market per week . . . with effective coupon redemption from 8% to 30%, depending upon the product and price, or the item in the event of a giveaway.

Mayfair Food Stores of Pacific Palisades and Santa Monica, Calif. are among the growing number of west coast supermarkets which have turned to direct mail.

Growth . . . From Results

A typical example is Mayfair Markets' chain of 53 stores. We began mailing for them in one of the most highly competitive areas in Azusa (Los Angeles County) about six months ago and the results were very gratifying. They have since ordered our services for thirteen other Mayfair markets extending as far as Sacramento and Oakland, 450 miles from their general office.

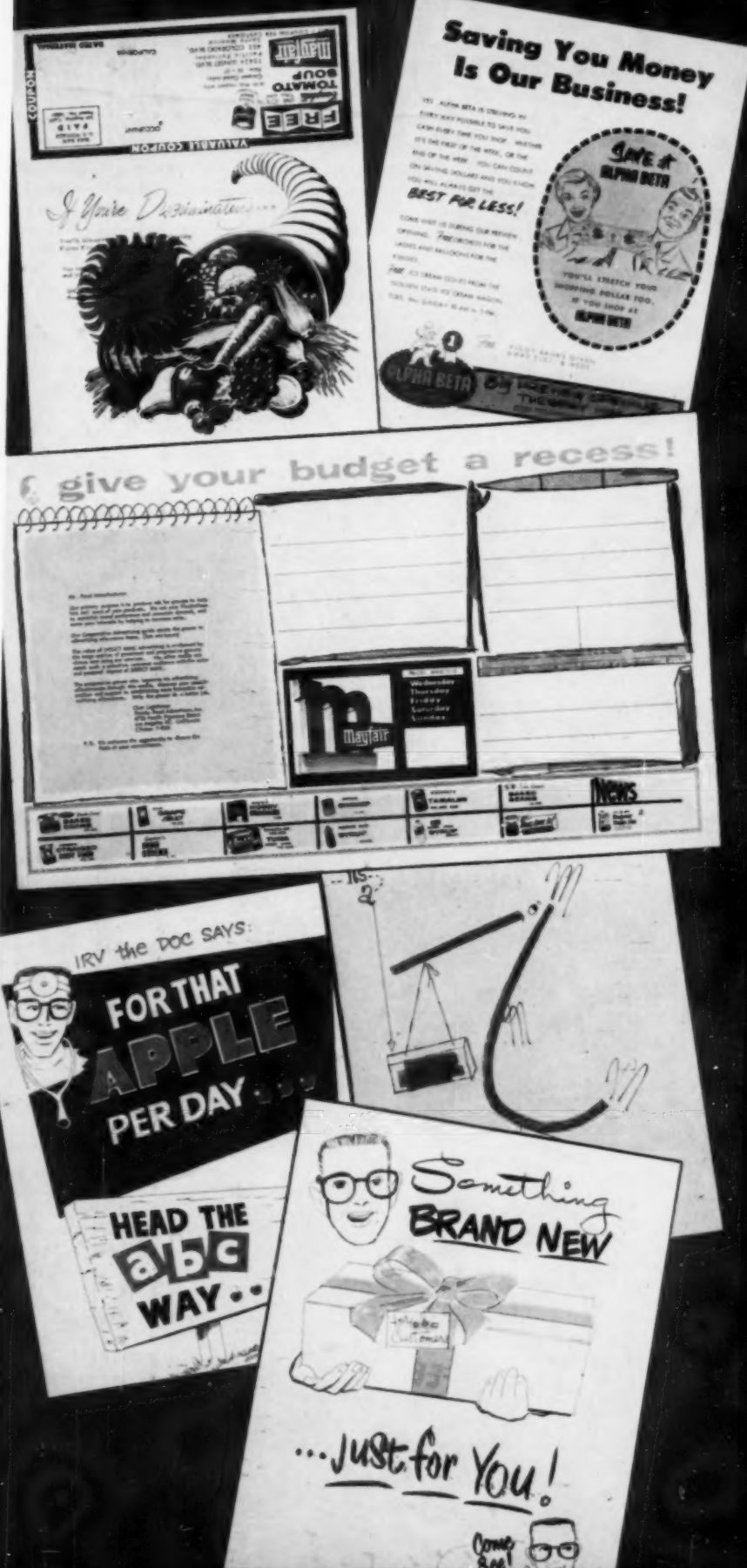
Another development in our operation is illustrated on the back of Raisin's mailing piece for November 14th. Two national organizations, J. C. Penney's and W. T. Grant, talked Raisin's into selling the back to them, as a result of the effects of previous ads. We merely pasted up recent newspaper ads. Grant's ad was a poor copy for reproduction . . . however, it will get results. These requests are continually made of us. We merely refer them to the grocer, since the billing and details must be assumed by him.

Newspapers Dropped

Newspapers have been dropped by several markets taking our services. And in other areas, where three newspapers were necessary to cover an area, we have reduced the store's circulation to one newspaper. Incidentally, this exclusion of newspapers has applied to many of our other markets, as a result of continual, methodical evaluation of both services by the grocer.

Many west coast supermarkets have also found our services helpful in grand openings . . . particularly where new markets are being introduced in highly competitive and fast-growing areas. But the grand opening is only the beginning of successful retail food promotion and merchandising . . .

Because of this booming growth and competition, it is more important than ever that the retail grocer use the most effective communication and media . . . to keep in touch with present and potential customers. And on the west coast, our growing retail food clients are finding that communication and media is direct mail. ●



THIS GROWING EAST COAST GROCER "DOES IT HIMSELF"

BIG SUPERMARKET CHAINS such as those serviced by Timely Food Advertisers aren't the only retail food sellers reaping traffic-building benefits from direct mail. In countless small towns and big cities alike, there are many independent grocers using "grass roots" direct mail to help boost their business.

Most of these small and medium size independents are "do it yourself" direct mail producers. More often than not, their mimeographed or cheaply printed material lacks the attractive quality of professionally created promotion. In fact, many of these busy grocers actually know very little, if anything about the professional media "direct mail" . . . or that they are even using it. Nevertheless, the many independent grocers who make periodic trips to their post office do know the value of keeping in touch with their local customers.

Bertram Sussel of Roslyn, New York is just such a grocer. During the past twenty years he has built "Bert Sussel's Foods of Distinction" from a

small store into a well-respected, medium-size self-service market. Bert Sussel is well-known to local Long Island women in and around Roslyn, mainly because of his quality merchandise, friendly service . . . and his continuing "Weekly Specials" post card promotion.

This "do it yourself" campaign begins early each week with Bert picking out special price offers, which he puts in a neat front-of-the-store display.

While Bert Sussel doesn't keep tight-knit "percentage result figures" as a professional direct mail user would, he does know his simple price offer post cards pay off. A frequent sight during the weekend shopping rush, he told us, is a woman walking around the store with the Sussel card in hand. And . . . the depleted "Specials" display at Saturday night closing time.

"All I know," said Bert Sussel when asked about traffic volume, "is that when we've missed a week with the post cards, business has been way off." ●



The weekly post card campaign begins with Bert Sussel picking special price offers to build a front-of-the-store display . . . "Specials" are then typed on a stencil and run on an Elliott Auto Model by Harry Karm. A girl comes in at night to do addressing on the same machine . . .

While they may not be "professionally attractive," Bert Sussel's "Specials" post cards tell the facts, Mam. Mailed every week to 5,000 to 8,000 local residents . . . they get results

BERT SUSSEL		1358 NORTHWYN BL.
SPECIALS FEB. 2-4		ROSLYN 3-0357-8
JUICE	- BIRDS EYE FROZEN ORANGE	2 for 2
TUNA	- DELFORD WHITE MEAT 7 oz	2 for 5
KETCHUP	- PRIDE OF THE FARM	2 bot 3
COFFEE	- CHOCK FULL O' NUTS	can 9
HELLMAN	- MAYONNAISE Pint	jar 3
---ooOoo---		
TOMATOES	- FANCY LOOSE FLORIDA	1b 2
CARROTS	- CALIFORNIA SWEET Cello	2 pkg 2
APPLES	- MCINTOSH #1 U.S. GRADED	3 lb 2
---ooOoo---		
LAMB	- LEGS SUSSEL QUALITY	1b 6
FRYERS	- BROILERS #1 QUALITY	1b 3
BACON	- FERRIS HICKORY SMOKED	1 lb pkg 5

SPECIALS DO NOT APPLY TO PHONE ORDERS

THIS BIG SHOPPING CENTER DOES IT, TOO.

WHILE ON THE SUBJECT of retail direct mail, we can't forget America's massive shopping centers . . . those dynamic merchandising magnets which have created a retailing revolution from coast to coast. While boasting a modern, crisp, self-contained architectural shopping atmosphere with a central location, the shopping center's phenomenal growth has not been without aggressive promotion. Using all media in abundance, these merchant meccas have ballyhooed both their novelty and convenience to the hilt, without ever mentioning the long walk from the parking lot. Most successful centers throughout the nation have not overlooked direct mail . . . as an important part of their traffic-building promotion plan.

Typical is Roosevelt Field in Garden City, New York . . . one of the largest and most impressive selling spreads to ever lure commuters away from the downtown shopping snarl. Spearheading their Christmas drive this year was the *Roosevelt Field Ban-*

ner . . . a 50-page "guide to glamorous gifts" created cooperatively by the Field's management and tenants.

Chock full of helpful Christmas gift ideas, holiday items and build-ups for festive activities at the center, the *Banner* was supported by advertising from 30 of the unit's leading stores.

While Macy's led the parade with 16 full pages of gift suggestions, food retailing was well-represented by full-page holiday food specials at Grand Union and Food Fair supermarkets. Produced in tabloid newspaper format by World Wide Syndicate Press, Yonkers, N. Y., the *Banner* was mailed to an Occupant list of 50,000 Long Island residents late in November.

A week before Christmas, we called Roosevelt Field's promotion director Bob Smith to see what the *Banner* was accomplishing. Bob told us it was one of the best major promotions the center ever launched.

"In spite of rain all week," he announced, "we've clocked more than 100,000 people on the shopping mall . . . and they're still coming." ●

YOUR GUIDE TO GLAMOROUS GIFTS

SHOPPING IS FUN AT ROOSEVELT FIELD

Free Parking - 7,000 Cars
Open Every Week Until 9:30 P.M.

For almost ten years, Pennsylvania Transformer Division of McGraw-Edison Company has celebrated the anniversary of their Pole Star equipment . . . by sending customers and prospects a beautiful box of chocolates at Thanksgiving time. Here's the interesting details of what Pennsylvania has accomplished with . . .

SWEET TRANSFORMER PROMOTION ... BY THE TON

by Irving R. Isaacs,
Advertising Manager
Pennsylvania Transformer Division;
McGraw-Edison Company, Canonsburg, Pa.

WHAT HAS CANDY TO DO WITH TRANSFORMERS? That was the title of the folder we included in the first boxes of Pole Star chocolates we mailed in 1950. Here is how we answered the question:

Probably nothing . . .

The truth of the matter is that we at Pennsylvania Transformer Company are happy over the fact that three years ago, in November, 1946, we introduced our new Post War Distribution Transformer and named it the POLE STAR . . . About

three months ago we extended our line of Pole Star Transformers through 100 Kva . . . The acceptance given these transformers has been so gratifying and so heart-warming that we are taking this opportunity to express our thanks and appreciation to our many friends and neighbors by asking them to "break bread" with us this Thanksgiving Day . . . We also want to express our thanks and gratitude for the opportunities and freedom this land offers us by permitting us to develop, introduce, and market such an item as the Pole Star Transformer under a free competitive system . . .

The purpose and the theme adopted for this unique direct mail venture has remained the same year after year:

- Thanksgiving Day is the anniversary of our quantity-produced distribution transformer.
- We affirm our faith in our country's system of free enterprise on this day.
- Announcements of our achievements in the manufacture of distribu-

Tenth Anniversary box was a beautiful silver, blue and white Kromekote . . . illustrating a typical Pole Star transformer. The small folder told of Pole Star's 10 years of achievement.

Standard Pole Star chocolate bars are used by Pennsylvania Transformer representatives on a cost-sharing basis for imprinted chocolate. But printing of red, brown and yellow wrappers and mailing costs are absorbed by the McGraw-Edison division.



tion transformers are announced each year on this day.

Pole Star chocolates reach a selected list of our customers—executives, engineers, purchasing agents, and operating people of America's electric utilities . . . both private and public. We seek to promote our Pole Star transformers through an unusual medium—the sense of taste. Are we successful? Consider this excerpt from the letter of a prospective customer:

"If your transformers are as good as your candy, your future is bright . . . Best wishes and lots of luck."

Reaching 100%

Is this form of promotion costly? Though each box of candy costs about \$1.75, we are satisfied that it is well worth this cost to reach 100 per cent of our mailing list (sometimes over 100 per cent when we are asked to include some VIP who was "forgotten") with a yearly message that evoked this type of comment:

"The idea, the candy itself, and the message which accompanied the candy . . . It is splendid—a type or class of advertising which speaks for itself in terms of dignity and quality."

Many Fine Chocolate Varieties

Our first box of chocolates consisted of large patties with the Pole

Star trademark moulded into each patty. We later changed to smaller bite-size pieces . . . using the same superior quality chocolate we started with. The shape and size of our box has been changed a number of times in the past years, but the weight has remained at about 1¾ pounds, including the corrugated mailer.

A few years ago we introduced another chocolate promotion piece — Pole Star Chocolate Bars. They are moulded from the same fine milk chocolate used in our boxes. These bars have an average weight of 1¼ ounces. Here again, our own specially prepared moulds are used so that each bar is decorated with eight Pole Star trademarks. Wrappers are designed in red, yellow, and brown and have drawings of our product on the back of the wrapper.

Last November—the Tenth Anniversary of our Pole Star—our boxes and chocolate wrappers were designed for the birthday theme, with a gray (silver) and blue color scheme.

Cost Is Shared With Reps.

Bars are sold to our representatives for 5¢ apiece, though the bars alone cost about 10¢ each. Printing

of wrappers and mailing costs are absorbed by the company. The representatives pay for these bars on a "share and share alike" cost basis and distribute them to those individuals who are normally "forgotten" by salesmen . . . such as line crews, draftsmen, secretaries, etc.

More Than A Ton . . . And Still Growing

Are the chocolate bars well accepted? Well, this winter we will distribute 35,000 bars . . . and that is over a ton of chocolate!

Will we continue using chocolates to promote our product? We will have to—our salesmen won't allow us to stop! And, why should we stop such a "sweet" promotion when we get hundreds of letters from presidents, vice presidents, purchasing agents, etc., etc., which read, in general, like this one just received:

"On behalf of the Office Personnel and myself I want to take this opportunity to express our appreciation for the box of lovely Pennsylvania Pole Star chocolates received yesterday. We all will join you on Thanksgiving Day, the Tenth Anniversary of the Pole Star Distribution Transformer to give heartfelt thanks for our many blessings." •

BETWEEN PENN. TRANSFORMER ANNUAL CHOCOLATES — A CONTINUING, FREQUENT DIRECT MAIL "CALLER"

CUSTOMERS AND PROSPECTS who receive Pennsylvania Transformer's annual Thanksgiving chocolates also remember the company well the year 'round . . . via a distinctive, identifying "personality."

He's "Petey" . . . a globe-trotting Pole Star ambassador who talks it up about transformers wherever he is. During the past year, Pennsylvania Transformer customers and prospects have received frequent "Petey" post cards from all over the world. Beginning as a teaser campaign with merely "Petey Was Here" as a message, the illustrated post card series has built to a high point of interest . . . with recipients wondering where "Petey" will show up next . . . and what he'll have to say about it.

Late last year, "Petey" announced

that Pennsylvania Transformer's management had given him the impossible job of counting all Pole Star installations throughout the country . . . for Pole Star's 10th Anniversary Celebration. His tallying itinerary took him practically everywhere in the search. By the end of November, "Petey" was in San Francisco . . . where he sent a color card of Chinatown with this message:

" . . . today I picked up an interesting little Soroban (abacus) that is guaranteed to speed up my calculations, according to Mr. Woo Sun who assisted me with my selection. It looks like I may have to ask you to confirm my final count of the Pole Star installations, so I've put another Soroban in the mail for you. Perhaps we can practice together

when I see you.—Petey"

A few days later, everybody on Petey's list received a real Soroban abacus counter, with a small Japanese folder. "Petey" translated the Japanese writing as: "Man who sets about to count Pole Star transformer installations, can count on countless countings."

On December 6, "Petey" sent a colorful folder announcing a Pole Star transformer installation counting contest . . . which featured a big map showing "countless" installations. "Will you help me, by counting the Pole Star installations shown on the attached map?" asked "Petey" in his cover letter. "They are the ones I visited. Chances are the Soroban (abacus) I sent you from Chinatown will come in handy, but use fingers and toes if you prefer.



When Penn. Transformer management gave "Petey" the job of counting Pole Star installations, the traveling transformer promoter turned up in San Francisco's Chinatown. He sent prospects and customers this full-color jumbo card, which announced he was going to send them. . . .

A real Soroban abacus . . . so they could help him with his installation counting. It arrived with a Japanese folder, which "Petey" said meant "count on countless counting." This was followed by. . . .

Then, fill out and mail the reply card attached to the map. . . .

At this writing, we don't know who won the 21" color TV set offered for coming closest to the official Pole Star installation count shown on the map. But we do know that Pennsylvania Transformer has a tireless traveling promoter in "Petey" . . . a campaign well-calculated to keep Pole Star in the minds of customers and prospects. He's been all over the map with his post cards . . . doing an outstanding direct mail "contact" job.

Those who know "Petey" are probably counting the days until he turns up again. With Sputnik buzzing around these days, we might remind them to check the postmarks on their mail carefully . . . "Petey's" pretty unpredictable. ●

A colorful folder announcing a big Pole Star installation counting contest . . . offering a color TV set to whoever sent in the closest number of installations shown on the inside map. The letterhead on "Petey's" cover letter pretty well describes the promotional role he plays for Penn. Transformer.

Petey ENVOY EXTRAORDINARY
MINISTER PLENIPOTENTIARY
December 6, 1957

Hello again!

I'm really sorry I couldn't stop by to see you. With the Tenth Anniversary of the POLE STAR so near, I thought it best to hurry back to Canonsburg for a final tally of the POLE STAR transformer installations I spotted during my trip. Am now deciphering my notes and should come up with a total within the next few days.

Even though I wasn't able to visit thousands of out-of-the-way installations, counting the POLE STARS has turned out to be a tremendous job. If I'm going to be sure of my figures, I must have them confirmed by several people.

Will you help me -- by counting the POLE STAR installations shown on the attached map? They are the ones I visited. Chances are the soroban (abacus) I sent you from Chinatown will come in handy, but use fingers and toes if you prefer. Then, fill out and mail the reply card attached to the map.

To make all of this more interesting for you and my other friends, prizes will be awarded to those who come closest to the final, official count of POLE STAR installations on the map. Best of luck, and . . .

Thanks a million for your help!

Petey
Petey



"By demonstrating his personal interest in his customer's problems, the salesman who can perform a service for an account secures an automatic advantage over competition..."

SERVICE

IS THE PAY-OFF IN THIS

A. H. RICE THREAD CAMPAIGN

HOW CAN YOU KEEP a direct mail piece alive on a prospect's desk long enough for your salesman to arrive and write an order? The A. H. Rice Thread Co., suppliers of quality silk and synthetic sewing threads to industry, came up with a successful solution to this problem, in promoting its products to two of its major customer groups . . . men's clothing manufacturers, and makers of women's dress shoes.

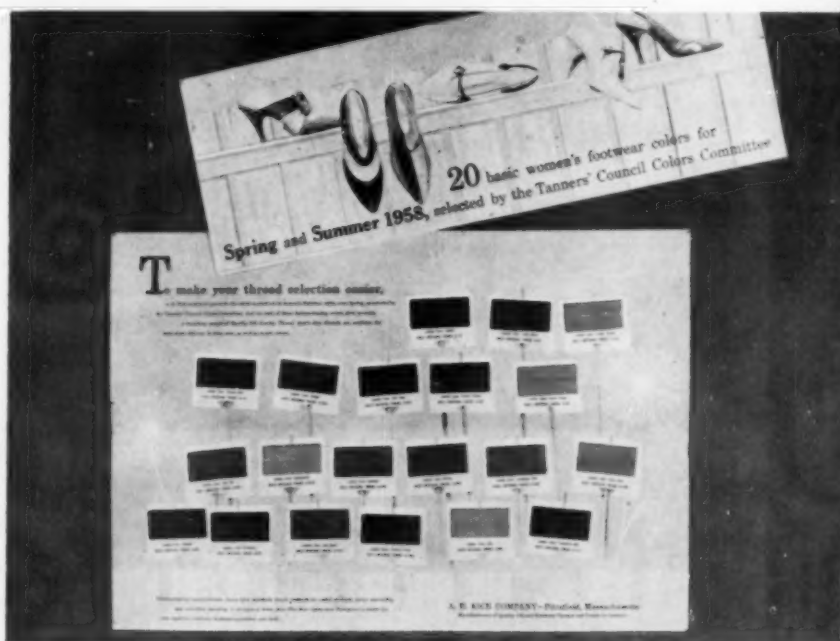
The logic behind Rice's semi-annual promotion is as basic as the First Principles of Selling. It's simply this: The salesman who can perform a service for an account secures an automatic advantage over competition, by demonstrating his personal interest in his customer's problems. Customers, quite naturally enough, are more ready to spend their money with suppliers who show an interest in helping them to *make it, too!*

The service that Rice performs is in no way altruistic. While it helps the customer, it also relates directly to the use of Rice Thread. By supplying customers with a preview of the colors to be in fashion the following season, *together with a matching sample of thread*, these Rice promotions accomplish two things. They convey important style news (A service!). And they promote a matching thread color, which the customer can compare immediately to the leather or fabric sample (A convincing sales demonstration!).

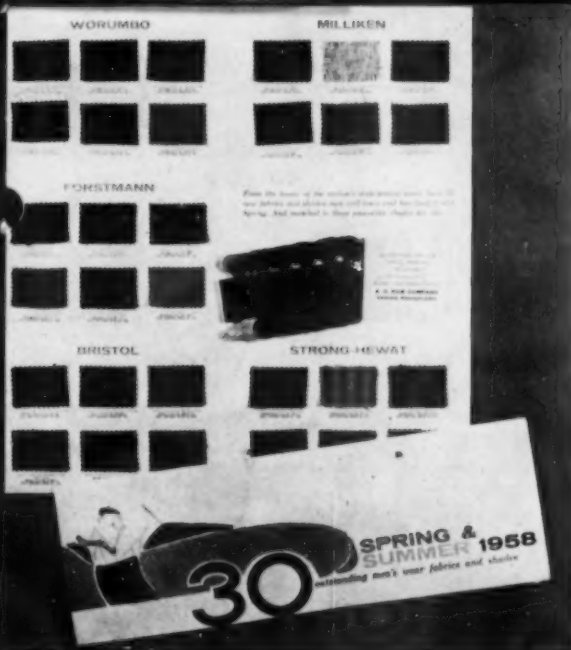
To secure its advance information on leather colors, Rice works closely with the Tanners Council, leather trade association. Sample swatches of colors chosen by the Tanners Council Colors Committee are secured as soon

as the selections are made. In a matter of days, the promotions are in the mail. By mid July, shoe manufacturers have their preview of the following Spring's color style trends . . . and can use this information in ordering thread to prepare samples to carry on the road.

The time table for the fashion preview sent to manufacturers of men's wear is set up on the same basis. To secure its advance information, Rice works directly with five of the country's leading mills. Sample swatches of the six best-received new introductions of each mill indicate general



Shoe manufacturers received this sample swatch folder of 1958 Spring & Summer styles last July. Rice Thread Company gets advance information on color styles for coming season from the Tanners Council . . . then produces and mails their promotion in a matter of days. Their helpful preview gives shoe manufacturers time to prepare their samples for coming season styles.



Men's wear manufacturers also get an advance A. H. Rice fashion preview . . . with information obtained from five leading mills. Each mill in Rice's folder is represented with six fabrics they will be introducing this Spring and Summer. A tuft of Rice matching thread is included for comparison . . . giving men's wear manufacturers a compact "catalog" of upcoming color styles.

fabric and color trends that give indication of being most popular in advance of their retail introduction. A tuft of matching silk thread is included for comparison with each sample. Rice secures ready cooperation from the woolen mills, since the thread promotion serves also to promote their fabrics.

Responsibility for securing sam-

ples of the fabrics and leather to be used in the promotion, and for creating the vehicle in which the information will be carried, rests with the A. H. Rice Company's advertising agency, Jules L. Klein, Advertising, of Pittsfield, Massachusetts. Careful attention is paid to the development of the format. A minimum of copy . . . a maximum of bold design and com-

elling presentation . . . assure a good reception of the valuable information which the selected list of customers will keep, and use as a guide in determining their next season's thread orders.

To round-out and extend its reputation for direct-by-mail service to its customers, A. H. Rice Company also mails a monthly newsletter. The newsletter, aptly titled "Needle Talk", capsulizes trade and business information, new-product news, personnel management and equipment ideas which one or another group of Rice Customers can use profitably. Requests for additional information on many "Needle Talk" items, together with reports of customers' interest by salesmen, indicate this newsletter successfully performs an important communications function.

A. H. Rice Company's formula can be applied successfully to a variety of other industrial sales promotion programs. It can be used to help provide salesmen with a surer entry, reduce selling time and costs, and effect a direct increase in sales. Once introduced, it can easily be perpetuated, until it acquires the stature of a tradition in its particular industry. ●

A Letter to Ed Mayer

from Henry Hoke, Sr.

Your retirement, Ed, from the direct mail field came as a shock to all your many friends, including this rambunctious reporter. But you made the decision . . . and in such a major operation it must have been the right one.

I have a hunch that the press releases about your new position as executive vice president of Communication Counselors (subsidiary of McCann-Erickson) have not told the whole story. After all these years of devotion to this funny business called "direct mail," you couldn't give it up entirely. I'll be watching to see what finger you have in what direct mail pie.

You and I landed in New York at just about the same time. You in 1928 after your graduation from Colgate . . . to be a salesman for James Gray, Inc. Me . . . in early 1929, bewildered by the big city and a new job at *Postage and The Mailbag*. Somehow, we got thrown together with more and more frequency. And "thrown" is not altogether the wrong

word for the association. We shared a lot of good times . . . and grief.

I've watched you grow over the past thirty years. Remember . . . you became a "postal expert" just about the time I started *The Reporter* in 1938 . . . ten years after you had started wearing out shoe leather selling letter service. You participated in the first direct mail school at 42nd and Madison. Then you became interested in association work . . . threw yourself into it. You headed the Mail Advertising Service Association for five of its stormiest years of war and disruption . . . and pulled it through. You skillfully guided the Direct Mail Advertising Association through equally troublesome times. You proved an old truth in association fields . . . that those who give freely to industry improvement, profit themselves in increased stature, ability and experience.

It was only right that in 1952 you became the first to receive the now annual Miles Kimball Award for outstanding service to your industry. You put the final crown on all your

efforts by writing your book *How to Make More Money with your Direct Mail* . . . which will be the authoritative textbook on the subject for many long years to come.

You and I have not always agreed. We've had terrific arguments at times. During one period of lunacy we weren't even speaking. Think we both owe Horace Nahm a vote of gratitude for finally settling the battle between Leonard Raymond, you and me over the world-shaking problem of how to estimate annual direct mail dollar volume. Some of the other reasons for discord were settled or were disintegrated by good old doctor Time. Even though we disagreed, we were both honestly trying to help the whole field of direct mail. Maybe we succeeded. But there is still much to be done.

I know Mack Beresford, Jack Gold and Les Ward at James Gray, Inc. will miss you . . . but they can carry on. If you get too far away from direct mail . . . we'll all miss you. At least, Ed, none of us who were close to you on the rough road up the hill will ever be able to forget you.

We'll be praying for your continued success and happiness.

Sincerely,
(signed) Henry Hoke

JUMBO LETTERS BUILD BIG

DISTRIBUTOR INTEREST IN PEERLESS

PHOTOCOPY EQUIPMENT

"HOW CAN WE KEEP *Dri-Stat* uppermost in the minds of distributors?" Walt Jacobs, sales promotion director of Peerless Photo Products, wondered one day.

Walt's problem was a common one facing all organizations fighting for attention of distributor officials and their salesmen: How to get recognition from busy men who are constantly being bombarded by sales promotion pieces sent out by companies whose products they handle.

To get BIG attention, Jacobs decided to use a series of letters . . . jumbo size. The letters would offer sound sales advice . . . couched in a breezy style to catch and hold the addressee's attention. And they would tie-in with the national advertising of *Peerless Dri-Stat* products, by using a large illustration of "The Gal in the *Dri-Stat* Ads."

The Peerless jumbo letters are mailed every few weeks to all distributors and their salesmen. The response has been good . . . in expressions of both interest and products sales.

And the series has produced at least one "educational" experience so far. One jumbo letter read: "Make sure you tell him — 'You Asked for It' — when sending literature in response to inquiries." Walt's own name naturally is on the mailing list, to get a copy of all the direct mail sent out by his company. When he received this mailing, he looked up his own form letter used in sending out literature in response to inquiries, and found that it neglected to inform the addressee that "You Asked for It." So he took his own advice and wrote another form letter. The new version now begins: "This is the literature you asked for."

For an expenditure of about \$250



Bring Back the "Dead" . . .
...accounts, that is!

Some time ago, we suggested that you consider inactive accounts as good prospects. Here are some additional thoughts on the same subject.

Why did they stop buying? Many have stopped buying for no real reason whatever...just sheer indifference! They were "sold" but were not kept "sold." Can they be resold? YES! Many of them...and provide you with a handsome profit for your troubles.

A well-planned direct mail campaign can help you do it...but

there are a few "musts" to be kept in mind. 1) Ask them bluntly why they have stopped buying...tell them not to spare your feelings. Don't ask for a pat on the back and expect constructive criticism. 2) Complaints that are received should be adjusted immediately. If there are any weaknesses in your operation this will help bring it to your attention. 3) By all means, make the content and the appearance of your letters absolutely personal in nature. The recipient must feel that he is being written to by an executive of your company because you are interested in his particular account.

This is one case where nothing but an individually typed letter will do. If the reader should happen to get the impression that he has received a form letter he will assume there are thousands of unsatisfied customers and his inactivity justified. Don't even use a standard business reply card or envelope, but instead use a personalized return envelope with a three cent stamp. It's expensive, but the results will offset it.

per month, the Shoreham, New York photo equipment manufacturer is able to put across sound principles of salesmanship to distributors and their salesmen . . . in a BIG way. And the *Dri-Stat* jumbo letters have also received well-deserved recognition in

professional advertising circles. Created by John Mather Lupton, Inc., Peerless' agency in New York, the king-size series was selected as a Merit Award winner in the Affiliated Advertising Agencies Network 1957 advertising competition. ●

UPGRADING LETTER COPY

by Paul J. Bringe

Milwaukee Dustless Brush Co.

The writer of this letter thinks the 100th anniversary of his institution is interesting. It obviously is, to him, but does any reader give a hoot? If this starts a train of thought in the reader's mind it is likely to be, "This must be a stodgy outfit. Anything 100 years old is too old."

The first sentence says it is an appeal for money. This will stop many readers, especially if there is no emotional or curiosity bait. And there is none here.


The case for handicapped people in our society offers unlimited opportunity for emotional interest appeals. We sympathize with such people because we feel we may be in a similar fix someday. Also we are curious about them. We would like to know something about their difficulties in life. This is testimony to the ghoul in all of us.

Could we fail to get immediate interest with a card printed in Braille? It might be a separate card or over printed on the reply card. We sighted ones very seldom see Braille—I would challenge anyone to cast such a card aside. The rewrite tries to put the reader in the blind man's shoes. This is a necessity with a sympathy appeal. People never give anything away for logical reasons, only for emotional ones. The rewrite goes on to show how a gift will benefit more than one person—helps the giver to rationalize.

In a sense the Braille card is a sample of the product being sold. But what samples of our products do any of us have that carry 1/10th the emotional punch.

This firm has all the necessary equipment to emboss in Braille, even to emboss the envelope, which might make a good test mailing in itself.

The original letter rates Very Difficult on the Flesch readability scale, on a par with scientific journals. The rewrite is 7th to 8th grade.



American

PRINTING HOUSE for the BLIND

1830 FRANKFORT AVE., LOUISVILLE 6, KY.

READER'S DIGEST FUND FOR THE BLIND

PLEASANTVILLE, NEW YORK
November 4, 1957

My dear Mr. Bringe,

On the occasion of the 100th Anniversary of the American Printing House for the Blind, which occurs in January, an urgent appeal is being made to sustain and enlarge the many services rendered by this institution to the 333,000 blind people of our nation.

Founded a century ago to provide a central source of textbooks and educational materials for the blind children throughout America, the Printing House has made its non-profit services available to other agencies for the blind across the country which provide a wide range of books and magazines of educational and general interest. The special project of the Printing House is the production of the Braille and Talking Book editions of The Reader's Digest which have brightened the lives of thousands of men and women, boys and girls, who are visually handicapped.

Today, through its Reader's Digest Fund for the Blind, the Printing House is able to furnish the Braille Digest for a year for a gift of \$17.00; \$8.50 for six months; and the Talking Book Digest on long-playing records for a gift of \$35.50 for the year; \$17.00 for six months. The Extension Fund part of The Reader's Digest Fund provides also for improved facilities and equipment for the Printing House; for the technical and educational research needed to develop and improve appliances for the blind as well as better methods of educating the more than 11,000 blind children of school age throughout the United States.

Will you, at this Thanksgiving Season, share your world with those who cannot see by making a gift to THE READER'S DIGEST FUND FOR THE BLIND? All gifts are deductible items for income tax deduction.

Sincerely yours,

WILLIAM C. DABNEY, President

The Printing House and The Reader's Digest Fund for the Blind has granted the SMALL OF GOOD PRACTICE of the American Printing House for the Blind for the period expiring 12/31/58.

Reader's Digest

Dear Mr. Jones:

The enclosed card embossed in Braille, reproduces for those who have no sight, words you are now reading so easily. Close your eyes for a moment and try to pick out the dot pattern with your finger tips.

Seems difficult, doesn't it? It is difficult. But the blind eagerly seek training in Braille because they know what "sight through touch" can mean for them. It means they can read again, even if somewhat more slowly than you and I.

It would be a wonderful thing if all the 333,000 blind in this country could learn to read Braille, especially the 11,000 blind children of school age. But knowing Braille doesn't mean much if there is not enough Braille printing available.

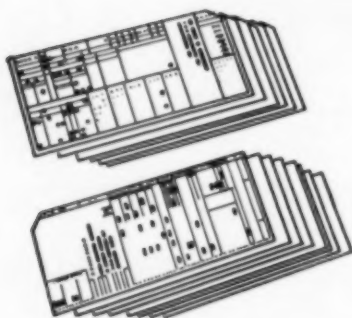
Our job at the American Printing House for the Blind is to give these people reading material. We offer books and magazines, the kind of reading you and I enjoy, all printed in Braille. A special project is The Reader's Digest which is furnished every month to as many blind as possible within the limit of our funds. If you occasionally or regularly see The Reader's Digest you will appreciate what this means to people whose chance to read anything is limited.

Will you join with us in this effort by subscribing to the Braille Digest for blind readers? One year is \$17.00; six months for \$8.50. We also publish the Talking Book Digest on long-playing records. It is \$35.50 for one year; \$17.00 for six months. A single subscription goes a long way. There are probably twenty times more readers for each copy of the Braille Digest than for a copy of the printed Reader's Digest.

Will you make a gift subscription to THE READER'S DIGEST FUND FOR THE BLIND? You will be helping not just one, but many. Your gift will help not only today but for years to come.

Sincerely,

P.S. We are a non-profit organization and all gifts are income tax deductible.



High Speed ADDRESSING from PUNCHED CARDS

Publishers, direct mailers, associations, address directly from Scriptomatic card masters (IBM, Remington-Rand, Samas, etc.) to tape, wrappers, envelopes, booklets . . . from one machine . . . with these advantages:

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- 2 Automatic in-filing and extraction
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Write for File "Scriptomatic Methods."

SCRIPTOMATIC, Inc.

300 North 11th Street, Phila. 7, Pa.



PARAGRAPH after paragraph has been written about direct mail and its uses. If you would like a complimentary copy of our digest, "49 Ways to Use Direct Advertising," drop us a line . . . or phone BOwling Green 9-7777. There's no obligation!

MAILOGRAPH CO., INC.

39 Water St., New York 4

"Successful Direct Mail
Planning Since 1920."

BOwling Green 9-7777.

"Reed-able Copy"

A Monthly Clinic Conducted by Orville Reed

Do Your Follow-up Letters Nag?

Those of you who glance at this column from time to time may remember last September we had a few things to say about follow-up letters.

So you won't have to dig into your back copies, the gist of our remarks was:

Too many inquiries are handled by so-so routine correspondence;

Letters in answer to inquiries are an important part of the over-all direct mail job;

Most follow-up letters are not given the attention they deserve;

Many follow-up letters sound as though they had been written by a man anxious to get an arduous job of dictation out of the way.

Many readers wrote me saying, in effect, "Hooray!"

Since that time I've been collecting letters used to follow up inquiries. Most of them fail to do their job for two reasons:

1. They nag.
2. They don't sell.

Too many of these letters begin: "Several weeks ago we sent you information about our super widget. Up to this time we haven't heard from you. We're wondering why."

Another shop-worn follow-up letter gambit is: "Thank you for your inquiry about our super widget. We are pleased to enclose herewith descriptive literature." Then follow prices, shipping weight, etc. Letters like this one usually have nothing to say about how and why the widget will benefit the inquirer. Such letters usually close with hackneyed sentences, such as "We shall look forward to hearing from you again when you have had an opportunity to look over the enclosed literature."

But let's get back to the "nagging" tone of voice of many follow-up letters. Some go as far as to say, "We are at a loss to understand why you haven't replied to our letter of recent date." Or, "When we sent you

literature about our product we felt we were offering you an opportunity you should grasp immediately."

Believe it or not, we got a letter recently which started out, "Why haven't you answered our letter of recent date in which we gave you full description of our product?"

Don't laugh. Look over some of the carbon copies of the letters you are using. You might be surprised to find some almost as bad as the examples given here.

We sometimes wonder what the dictator has in mind when he writes a nagging letter. He assumes that all the selling has been done when he sends literature. In many such letters the dictators sound "put out" because the prospect hasn't answered.

Keep in mind that the object of a follow-up letter is to sell. If the first letter had done its complete selling job, no follow-up would have been necessary.

Here's a follow-up letter used successfully by Blisscraft of Hollywood:

"Some time ago you wrote to us requesting price list and brochures showing our complete line of Matched Design plastics and we promptly complied with this request.

"To date you have not placed an order and therefore we have not had the pleasure of serving you.

"We have a beautiful line of Matched Design plastics and to refresh it in your memory please find enclosed brochure showing our newest winners.

"The above-mentioned items are made of unbreakable Polyethylene. The Decanter has a natural white body with covers in red or yellow, the Drainboard is available in red and yellow, and the Mixing Bowls in red, yellow and natural white.

"We sincerely hope that we may have the pleasure of welcoming you as a customer soon."

Of course this could be improved. But, you must admit one thing. It is a sales letter. Not just a reminder. It

repeats information about the product, and even sends another piece of literature describing it.

Try Politeness

We got a general mailing from McCall's Magazine not long ago which deserves mention here.

While many mail order letters sound like the barking of a top sergeant — "Do this, do that!" "Send your order now!" "Don't miss this opportunity," etc., this McCall's letter is what I call "polite."

After telling the reader that his subscription expires in a few weeks, the letter gives the reader an option on renewal:

"You needn't send any money now unless you'd rather. We can bill you later.

"Probably you'll wish to renew your McCall's for two years for \$5.00 . . . saving you \$3.40 compared to the newsstand cost. However, if you prefer you may order one year for \$3.00."

No shouting, no commanding, no hurry-up. Just a nice, pleasant, polite, sensible appeal.

Uncompensated Salesmanship

Will A. Foster, Vice President of The Borden Cheese Company, recently wowed the Detroit Adcraft Club with a talk on advertising. It was full of real gems. Among other things, he gave one of the best definitions of direct mail I've ever heard: "Basically, advertising is communication with intent to persuade."

What impressed me most was what he had to say about uncompensated salesmanship — those sales your satisfied customers make for you by word of mouth.

Now I quote directly from the transcript of Mr. Foster's talk:

"Whenever people get together they will talk. Good advertising primes the tongues to say helpful things about your company, your product or your service.

"Some of the human motives that are responsible for inducing uncompensated salesmanship are:

A desire to share. We like to share the pleasures and satisfactions we have enjoyed by using a product or service.

A desire to help. We all like to help a friend with information about things we have used that might be of benefit to him or her. The only compensation we expect is a 'thank you.'

A desire to impress. It is a common trait to impress others

that we are alert, live comfortably, and are modern in our thinking. We like our friends to feel we have good judgment.

A desire to justify. Many times we make decisions and do things on our own initiative. When others follow the same course and report favorable results, we confirm greater confidence in ourselves.

A desire to belong. Each of us likes to belong to a respected segment of society — to do the approved thing that earns the compliments of friends. This common trait may influence where we live and the organizations to which we belong. It will influence our choice of purchases. We will all admit we send gifts from stores we may not regularly patronize because that store, and its label, identifies us as belonging in the upper strata of society.

A desire to boast. The difference between socially acceptable boasting and boring bragging is a narrow one. We all engage in it. We appreciate being considered an expert and authority. We seek comments of praise that keep our ego inflated."

Makes good sense.

Resolution

By this time the good resolutions most of us made January 1st have long since been abandoned. Here's one everybody interested in more sales could profitably make right now:

To increase sales and profits during 1958, I resolve:

1. To make at least one direct mail contact with each of my customers throughout 1958 (many of my best customers are my competitors' best prospects).
2. To precede salesmen's calls with introductory letters, folders, or other direct mail, thus assuring him the best results from the time he spends at a buyer's desk.
3. To follow up salesmen's personal contacts with human, friendly, personal letters to let the buyer know I really want his business.
4. To avoid customers slipping away to a competitor due to inattention on my part, or failure to show appreciation of their orders. (Translated, this means writing more let-

RENT THIS LIST OF CAR-OWNERS IN ARMED FORCES

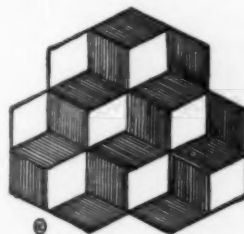
We have a fresh new list of about 20,000 State-side service men in all branches of the Armed Forces. Located in 48 states. Few in Alaska, Hawaii and Puerto Rico, but none in foreign countries. This list is updated through use every six months, and has not been used for outside mailings. All names are car owners who have bought by mail. We'll address your envelopes on IBM equipment, or furnish address strips, for \$25.00 per thousand, or \$400 for approximately 20,000 names on full list.

Write:

**AUBREY WILLIAMS
ADVERTISING, INC.**

P.O. Box 2410 New Orleans 16, La.

HOW DO YOU SEE IT? 6 BLOCKS OR 7 ?



Sales promotion problems, too, look different when viewed from different angles.

Let AHREND look at your problem . . . from the vantage point of twenty years' experience dealing with other "unique" problems . . . and creating result-getting solutions at low cost.

**Call Herb Ahrend
at PL 1-0312
or write**

**AHREND
ASSOCIATES
601 Madison Ave.
NEW YORK 22, N.Y.**

Please send me your mailing list recommendations **FREE OF CHARGE.**

NAME _____

COMPANY _____

ADDRESS _____

BE SURE TO ENCLOSE YOUR MAILING PIECE OR DESCRIPTION OF YOUR OFFER

WILLI MADDERN INC.
 215 FOURTH AVENUE • NEW YORK 3, N. Y.
 PHONE: SPing 7-7460
 CHARTER MEMBER: National Council of Mailing List Brokers

SEND THIS COUPON! It will bring you complete **FREE** details about the many excellent new lists of mail order buyers we can supply for **YOUR** next mailing.

Ours is a national service, used and relied on by many of the most successful mailers (large and small) in all parts of the country. They know, from experience, that we can obtain the kind of lists that are ideally suited to their needs.

Chances are we have the **BEST** lists for your needs, yet they'll cost no more than ordinary lists. Our recommendation service is **FREE**. Simply send the coupon.

SPEED TYING OF OUTGOING MAIL SAVE TIME-LABOR-TWINE



**TIE LETTERS - PARCEL POST - CHECKS
PAPERS - CIRCULARS - LABELS - BOXES
with a AUTOMATIC PAK-TYER**

There is an **ALL-PURPOSE PAK TYER** for every application. Ten times faster than hand tying. Easy to operate and maintain. All bundles and packages can be automatically tied without any adjustment. 3 to 24 ply twine, as well as tapes and braids can be used. Several models to choose from. **LET FELINS CUT YOUR MAILING COSTS. WRITE FOR CIRCULARS AND PRICES NOW.**

FELINS TYING MACHINE CO.
 3351 N. 35th St.
 Milwaukee 16, Wis.

Satisfied?

..... Satisfied that your company is being properly represented by its letterhead?

If you are an executive of a company using ten thousand or more letterheads a year, you will want to see the current portfolio containing specimens of letterheads custom-built by Monroe — pioneer letterhead stylists — for business concerns in all parts of the country.

Just your signature and title on one of your company's present letterheads will bring your copy, without cost or obligation — and no salesman will call.

MONROE LETTERHEADS
 2117 N. Memorial Parkway
 Huntsville 5, Alabama



Before you
make your
next mailing

... CHOOSE
FROM THE
1/4 BILLION

**MAIL ORDER BUYERS,
INQUIRERS and PROSPECTS**

For an immense fund of data and **MOSELY** custom-prepared **LIST RECOMMENDATIONS**, simply send us in confidence a detailed letter about your list problems along with sample mailing pieces, ads, etc. **NO COST OR OBLIGATION. Write:**

Moseley

**MAIL ORDER
LIST SERVICE, Inc.**

MAIL ORDER LIST HEADQUARTERS
 Dept. R48

38 Newbury St., Boston 16, Mass.
 Charter Member National Council
 of Mailing List Brokers

The MULTIPRESS

FOR
IMPRINTING
ENVELOPE
PRINTING
SPECIALTY
PRINTING

WHAT'S YOUR LINE?

Write Dept. R for literature



B. VERNER & CO., INC.
 52 DUANE ST., NEW YORK 7 • BA 7-1466 • 7

ters of appreciation to customers.)

5. To keep all my logical prospects, as well as my customers, fully advised about new products or services I may develop during the year by mailing such information to them personally.
6. To investigate how all or any one of these things can be accomplished by a simple, easy to operate plan of sales promotion by direct mail.

Say What You Mean

The following two-line joke should give pause to those letter writers who lean over backward to write as they talk:

Son: "What's a Grecian urn, Dad?"

Father: "I guess it depends on what he does."

WATCH THAT SPELLING

If you write letters or send direct mail to persons in foreign countries, lean over backwards to be careful that you spell names correctly. If titles are part of name . . . use them and spell correctly in addressing. Many are touchy on the subject.

We are printing here for the records an amusing, but revealing, letter received by a *Reporter* reader. Names have been omitted by request:

Dear Sirs:

Please be advised that in the future ANY communications from your office addressed to me will use my correct name which is Richard L. "Doe" and not Robert L. which you have so carelessly neglected to give any consideration, especially in view of my letter and recent order which was very clearly written with a typewriter.

If this were a simple error I would not be wasting my time and yours by writing this letter but if you had any idea of the incredible amount of complications which these careless things contribute to people overseas, you would give the problem more than the usual shrug of the shoulders and blaming the incompetent personnel charged with answering similar letters.

I have a fair amount of regard for your firm and the quality of your products and we have a substantial quantity of your equipment installed throughout this country. I would be reluctant to feel that the quality of your products were consistent with your apparent inability to decipher my correct name.

Appropos of the time and effort your similar errors can introduce, I haven't the time or desire to explain in detail but I wish you to know that I am positively not prepared to approach any future errors in the future.

(Signed) Richard L. "Doe."

DIRECT MAIL ADVERTISING AND SALES IDEAS

REPORTER REPRINTS

Reprints of Fact-Filled and Idea-Stimulating articles from The Reporter of Direct Mail Advertising:

- 1 49 WAYS DIRECT MAIL CAN BE PUT TO WORK IN YOUR BUSINESS: A check list. Find out how many of the 49 ways you can use in your business 10¢
- 2 PARTNERS IN PROFIT: An outline of Rust-Oleum's (paint manufacturer) successful manufacturer-distributor campaign 25¢
- 3 SALES MANAGER WITHOUT SALESMEN: Paul Bringe, sales manager, Dustless Brush Company, Milwaukee tells how he replaced salesmen with direct mail advertising 25¢
- 4 HOW IMPORTANT IS GOOD LETTERHEAD DESIGN? Let Joseph Koelbel of R.O.H. Hill, Inc., New York tell you how to improve your letterhead 25¢
- 5 HOW AN EXCLUSIVE RETAIL SHOP USES DIRECT MAIL SUCCESSFULLY: Gives a complete direct mail program used by Lynn's Distinctive Apparel Shop, Peoria, Illinois. Can be adapted to other retail stores 25¢
- 6 BENJAMIN MOORE MAELS CANNED TRICKS TO CAPTURE WEST COAST PAINT DEALERS: A playful report on paint promotion .. 10¢
- 7 SOME PLAIN THINKING ABOUT DIRECT MAIL: Four formulas on how to make your direct mail better. An outline for thinking 25¢
- 10 CAN YOU MEASURE DIRECT MAIL beyond usual method of counting reply cards? Yes ... thru readership studies. Leonard Raymond of Dickie-Raymond, Boston, reports of 5 studies giving results and illustrated material 35¢
- 24 NEW INDUSTRIAL DIRECT MAIL—Agency man Bob DeLay, Waldie & Briggs, Chicago shows results of 4 direct mail programs for clients plus readership results of each. Mailings illustrated 25¢
- 25 NEW CHECKLIST FOR SELLING ... This is a 50 step method used by Old American Insurance Co., Kansas City, Missouri for making sure (*ahead of time*) that their direct mail package (envelope, letter, business reply, order form) is complete and well designed. It'll help you prejudge your own direct mail 25¢
- 26 NEW CLASSIC CASE HISTORY. This six page feature illustrates and tells about the glamorous 16 piece campaign produced by Union Bag-Camp to promote its multiwall industrial bags to industry. Spectacular 35¢
- 27 NEW HOW GOOD ARE RETAIL MO CATALOGS? Lester Harrison tackles the subjects with figures, common sense and reasons why. You'll learn why top retailers consider this "department" essential to profits. 5 pages 35¢

HENRY HOKE LIBRARY

Can be purchased separately or in a complete package enclosed in an attractive green Case Binder for your desk or library shelf.

- 13 DOGS THAT CLIMB TREES: A personal adventure story, telling how one man (Henry Hoke) undertook the job of learning through trial and error the fundamentals of direct mail advertising \$1.00
- 14 HOW TO GET THE RIGHT START IN DIRECT ADVERTISING BY HARRIE BELL: This is the best textbook or outline available for training beginners in direct mail ABC's \$1.50
- 15 HOW TO THINK ABOUT DIRECT MAIL: In five easy to read sections, it gives the basic essentials for the successful use of direct mail \$1.00
- 16 HOW TO THINK ABOUT LETTERS BY HOWARD DANA SHAW: A reprint of thirteen thought provoking articles by the Philadelphia letter writing expert \$1.00
- 17 HOW TO THINK ABOUT READERSHIP OF DIRECT MAIL: What is a normal result percentage from direct mail? Ranges from zero plus to 100% minus \$1.00
- 18 HOW DIRECT MAIL SOLVES MANAGEMENT PROBLEMS: Direct mail isn't worth considering unless it actually solves for you a specific management, promotion, publicity or sales problem \$1.00
- 19 HOW TO THINK ABOUT SHOWMANSHIP IN DIRECT MAIL: This study has helped many people to do a better job with their direct mail, whether it be simple or elaborate \$1.00
- 20 HOW TO THINK ABOUT MAIL ORDER: This important study explains exactly what "mail order" is. It gives the opinions of a score of competent experts in the field ... attempting to define "the real secret of success" \$1.00
- 21 HOW TO THINK ABOUT PRODUCTION AND MAILING: Contains an outline for training production and mailing supervisors. A 16-page supplement included free on list building, buying, renting and maintenance \$1.00
- 22 HOW TO THINK ABOUT INDUSTRIAL DIRECT MAIL: Months of surveying uncovered the theories, opinions and case histories of hundreds of practitioners in industrial advertising ... \$3.00
- 23 1 complete set of ten direct mail books packed in Library Case Binder at \$12.50

...1 ...2 ...3 ...4 ...5 ...6 ...7 ...10 ...13
...14 ...15 ...16 ...17 ...18 ...19 ...20
...21 ...22 ...23 ...24 ...25 ...26 ...27

- ☐ Send me your quantity price sheet.
☐ I've checked items wanted above and am enclosing check in payment.

The Reporter of Direct Mail Advertising
224 - 7th Street, Garden City, N. Y.

Company
Name
Street Address
City Zone State

Unsurpassed in Quality at any Price

Genuine 8" x 10" Glossy Photos

5 1/2¢
EACH

In 5,000 lots
6 1/2¢ in 1,000 lots
\$8.99 per 100

3 & 24 HOUR SERVICE AVAILABLE

FULL COLOR PRINTS
for every purpose, taste and budget

A Division of JAMES J. KRIEGSMANN
COPYART Photographers
Place 7-0233
165 West 46th St.
New York 19, N. Y.

WE DELIVER WHAT WE ADVERTISE

IF YOU USE DIRECT MAIL for ANY purpose you will find the new monthly — "MAGNETIC MAILINGS" with Reproduction PROOFS a real blessing! \$24 per year with Binder. ALL subscriptions start with JANUARY Issue.
HARRY LATZ, 167B W. 10 St., New York 14, N. Y.

SAMPLE KIT OF CLIP BOOKS

Send a dollar for bargain bundle of ready-to-use art, including famous "CLIP BOOK OF LINE ART" and new "ART DIRECTOR'S CLIP KIT." Plenty of art for dozens of paste-ups. Guaranteed, or double-money back. No salesman will call. Send today.

HARRY VOLK JR. ART STUDIO
Pleasantville 24, New Jersey

If you MAIL to EUROPE...

Consider the economy of having your printing and mailing done on the Continent. Newsweek, Reader's Digest and the New York Times have discovered the advantage.

Write for information—no obligation.

DeMutator M. V. Amsterdam, Holland
Willemsparkweg 112

BULLETINS

If you use form letters in lots of 25 copies to 100,000, you'll want to see these clever, 4-color, preprinted letter-sized forms that get ANY message off to a flying start; command attention and respect! FREE catalogue. Write to NATIONAL CREATIVE SALES, 1030 Leggett Ave., New York 55, N. Y.

MR. JONES LIKES MR. JONES!

Personalize your advertising with Club of the Month Club pads. Your "daily billboard" in the buyer's pocket, for 1c per day. Write for details and samples.

SATIRE, INC.
Personalized Direct Mail
734 No. Brand Blvd., Glendale 3, Calif.

Letter raised \$100,000 for New Church

Feb. ('54) REPORTER told how a Bott letter made new church possible for congregation of 105 families. Interested in sales letters? For reprint, write on l.h.

"That Fellow Bott"
Leo P. Bott, Jr., 64 E. Jackson, Chicago

REBUTTAL FROM FRANCE

In the October 1957 Reporter, we printed a letter from Richard Lurie, editor of American Exporter, 368 Fourth Avenue, New York 16, N. Y. In it Mr. Lurie complained about the lack of direct mail know-how in France. We think it is only fair to reprint a rebuttal letter sent to Mr. Lurie by Daniel J. Verge of Bottin Addresses, 195bis Bd Saint-Germain, Paris 7, France. Incidentally, we enjoyed meeting Daniel several years ago. He has traveled widely and is tremendously enthused about direct mail. So read his letter.

Dear Mr. Lurie,

Your letter published in the October issue of "The Reporter" hurt me very much. If I seize your idea you came to France with the best of intentions and you left being disappointed. France has appeared to you as a country where the manufacturers share between them a comfortable market and where nobody makes any noteworthy selling effort.

In view of the considerable prestige of the magazine where your letter appeared, I wonder whether it will not contribute to spreading and festering erroneous ideas among our American colleagues.

Now, I fear that your visit was a bit short. No doubt, there are in France some well-entrenched firms which make no effort, but, on the other hand, there are those numerous which strive to improve their work and keep up with progress.

I should have been happy to meet you during your stay in France. The Didot-Bottin which has been publishing trade directories since the year 1796, is particularly proud of its latest-born, the "Bottin International" a directory in full expansion, aiming at promoting international trade, which is also your aim. The Bottin also created some years ago, a Direct Mail Division under the style of "Bottin Addresses" which, in our opinion, deserves some interest.

I made several trips to the United States in 1953, 54, 55 and 56 and contacted there many American concerns. I even received in France a number of American executives, and I think that we may rightfully be proud of our achievements. Therefore, I can't help regretting not to have met you while you were in Paris.

You might have learned with us that Mail Advertising is not, as you seem to think, completely unknown in France. We could have shown you samples of our own campaigns or those of our clients, conducted in France and in the States. We would have even named you several important American advertisers for whom we mailed from Paris advertising matter intended for their American customers (only some months ago, we happened to mail one and a half million postcards intended for your countrymen, on behalf of one single company). I think therefore, that your judgment on France could gain in impartiality if it were not so positive.

The example of a French industrialist you quote as having bought a list of addresses for \$1,000 is, in our opinion, rather unlikely. The French are not richer than

the others and they usually take their precautions when buying lists. Don't you think that it is simply a slip of the pen? If not, would you be so kind as to indicate us the name of that person, so that we could offer him our services.

The BOTTIN INTERNATIONAL and BOTTIN ADDRESSES maintain most cordial and close relations with the American Direct Mail circles. We were always well received by our American colleagues, and only last year we were awarded a prize by the D.M.A.A. for our efforts in the Direct Mail field. If you are interested in this matter, you could probably consult our records at the D.M.A.A. library.

We are at your disposal to give you any information you may desire on Direct Mail Advertising in France (there are at present 12 specialized concerns, the turnover of which is constantly increasing). You Americans have probably a ten years' lead in this field, over us, but, you see, Dear Mr. Lurie, in these days American and French can no longer afford to argue about matters both sides are insufficiently informed of. When in the sky a Sputnik passes over our heads, we know that in a matter of minutes it will spin over yours, too. It is then our mutual interest to try to cooperate instead of telling each other unpleasant things.

You may be assured that I would like to meet you soon in Paris and to see you return your judgment. Personally, I will do my best to make your stay most pleasant and profitable.

Sincerely Yours,
(signed) Daniel J. VERGE
Manager Direct Mail Division

REPORTER HAS TROUBLE WITH SECRET SERVICE

The Reporter is constantly warning its readers to comply with all postal rules and regulations . . . to be lily-pure legally in all dealings by mail.

But our October 1957 issue came to the attention of the Secret Service Division of the U. S. Treasury Department . . . and an officer promptly called at our Garden City headquarters. He demanded that all plates used in reporting the prize-winning Union Bag-Camp campaign be turned over to him. Of course, he got the plates. He graciously said we wouldn't be prosecuted for violating the law . . . but warned we shouldn't do it again.

In our humble opinion, we think this action is making a mountain out of a molehill. We don't want to violate any laws, but the Secret Service holds that we did violate the law pertaining to reproduction of government securities or currency.

In order to show the Union Bag

campaign . . . it was necessary to picture the boxes and other mailing pieces. Naturally, nearly every box or envelope had a stamp on it. But the pictures were taken at angles and/or at reduced proportion, so that no one could claim we had reproduced postage stamps in a manner which might permit future printing as counterfeits. If the stamps had been removed . . . the pieces would have looked less authentic.

We've reread the laws and regulations and it seems they are confusing. A descriptive article by U. E. Baughman, Chief of the U. S. Secret Service is obtainable from the Treasury Department. If you are interested . . . get a copy.

It explains that it is sometimes possible to reproduce paper money if the camera angle or distance from the camera makes the picture not in the exact likeness of original money. To tell the truth, we thought that rule applies to postage stamps. But no.

The Post Office Department sends out reams of press releases urging editors to print pictures of new commemorative stamps coming up. Supplies glossies. But they must be reproduced in black and white and for philatelic purposes only. The illustration must be of a size less than three-fourths or more than one-and-one-half times the size of the original stamps.

The Reporter happens to be the only publication devoted entirely to doing business through the mails. In

reporting outstanding campaigns . . . it is more authentic to show the entire mailing pieces. What possible harm is done . . . if we show the envelopes at camera angles and distances so that the stamps are out of proportion to the original? Our reproductions could never be used to prepare counterfeits.

We don't mind the loss of the plates as they probably would not be useful in the future. But we do think the Post Office and the Treasury ought to re-examine the present regulations so that in trying to report accurately on mailing campaigns we, and other editors, do not violate innocently a confusing set of regulations.

ADVICE FOR LETTERWRITERS

A. Donald Brice, advertising manager of Dictaphone Corp. (420 Lexington Ave., New York 17, N. Y.) has written a good book. A small book . . . just 36 pages, 5 1/4" x 7 1/4". Title: Writing Out Loud . . . a Hintful Handbook for Dictators. Covers ten essential points every letter dictator should know. We can't very well digest the points . . . since they are already in digest form. The book is copyrighted. Sells for \$1 for single copies . . . but you can get special prices on quantities.

Even though the book is copyrighted . . . we'd like to pass along the repeated beautiful letter Donald Brice wrote a number of years back to his own secretary. It was widely publicized during the first National Secretaries Week as a tribute to secretaries everywhere. Hope you feel the same way about yours.

MEMO TO: Miss Brooks

SUBJECT: YOU

In every male there's a silent voice that tells him *he* is Lord and Master, the axis 'round which his private world revolves. In some of us it's a big voice; in others, just the echo of a whisper. But in all of us, it's always there.

It's this that makes so many of us men take so many of the best things in life for granted.

The admission doesn't come easily—but I'm spoiled. It's high time I broke down and thanked you for not undermining my little illusion that I'm Lord and Master at this desk. So thanks . . .

—for those big little things like knowing how to spell and punctuate and type letter-perfect copy really fast

—for never seeming to mind how much I dictate and never falling behind in transcription

—for your Mona Lisa smile instead of a

A Short, Short Lesson In Letter Writing



Be ORIGINAL—
M.M.

by M. W. Finkenbinder, Fulton, Mo.

Direct Mail and Mail Order

COPY

- that makes SENSE
- that makes SALES
- that makes BUYERS want to do business with you

Write me about your plans or problems

All details handled by mail

ORVILLE E. REED

HOWELL, MICHIGAN

Winner of two DMAA Best of Industry Awards . . . Dartnell Gold Medal . . . Editor of IMP, "The world's smallest house organ"

DIRECT MAIL COPY

By a winner of The Direct Mail Advertising Association's Best of Industry Award and Sales Management's Sales Letter Award, Agency Consultant. Writer of action advertising:

Sig S. Rosenblum
New York 23, N.Y.

107 W. 74 St.
SU 7-2821

22 Mail Order
Experts Answer
Nearly 600
Questions In

MAIL ORDER STRATEGY

. . . an idea-packed manual of personal interviews conducted by Lewis Kleid. The volume is profusely illustrated . . . showing samples of material the experts use to get orders by mail. Price is only \$7.50 . . . direct from

The Reporter of Direct Mail
224 7th St., Garden City, N. Y.

Why Isn't YOUR Company in This List?

Some of the best-known names in American business are on the Dickie-Raymond roster of clients—a few of which are shown below.

The reason? First—more and more companies are coming to realize that they need experienced professional counsel on direct mail advertising, just as on other media. Second—they've found that Dickie-Raymond is a good buy. Through 36 years' experience we know how to get sales leads at low cost, how to win profitable cooperation from dealers, how to get high advertising readership in key markets.

Let's talk about *your* problems. Let's see what Dickie-Raymond could do for *you*.

TYPICAL LEADERS DR SERVES

Aetna Life • American Cyanamid • Davol Rubber • Eastman Kodak • General Electric • New York Stock Exchange • Pan American • Pitney-Bowes • Railway Express • Sheraton • Sylvania • Wall Street Journal

DICKIE-RAYMOND

Direct Mail Advertising • Sales Promotion Counsel
NEW YORK, 225 Park Avenue, MUrray Hill 4-3610
BOSTON, 470 Atlantic Avenue, HANcock 6-3360



RAPID FILM-LETTERING \$1.00 PER WORD!

Reduced or enlarged to fit your layout...negative or positive...No photo-print charge!...No photostat charge!...No minimum charge!...Unlimited choice of styles!...24 hour service! New FREE specimen chart on request. Mail service anywhere in U.S.A. Address Dept. DM.

**RAPID
TYPOGRAPHERS
INC.**
305 E. 46 ST., N.Y. 17
MU 8-2445



scowl when the papers "you must have mislaid" turn up in my briefcase
—for the buttons you've sewn on my coat, the wedding presents you've bought, the reminders of birthdays I was about to forget
—for being as enthusiastic about dictating machines as I am
—for not allowing my desk to get too disorderly, despite my best daily efforts for the visitors you see when I'm "in conference" and those you make me see because you know I should
—for that warm telephone personality that's such a great help to the company and to me
—for the publications you read and mark, the reports you digest, the gossip you tactfully relay, the subtle suggestions you make about things I should do or shouldn't
—for the time you took the children to the circus . . . and my wife to the matinees I couldn't make.
—for somehow giving people in the office the impression that I'm a wonderful boss (and somehow giving me the impression you really mean it)
—for smiling when I need a smile and listening when I want an audience
—for proving that with you and my Dictaphone Time-Master I can be sure that once it's said, it's *done*—in a hurry and right
—for managing to be both efficient and feminine without being too obviously either
—for *all* the wonderful things you are and do that make me a very happy lower-case lord and master at this desk.

Gratefully,
A. D. B.

Now . . . get the complete book . . . and profit by it.

WHAT NEXT DEPARTMENT!

One of the most peculiar gift offers we found in our pre-Christmas mail (forwarded by Bob Enlow of American Medical Assn.) was a form letter from Toujours Manure . . . "the greatest stuff on earth" Sunny Pastures, Strawberry Hill, Norwalk, Conn. We are passing it along for your enjoyment.

Fellow Nature Lover:

This Christmas remember your friends with a present they'll never forget. . . . TOUJOURS MANURE, the provocative gift for gracious living.

TOUJOURS MANURE, the famous 100 per cent pure cow manure from our happy herds, comes in a sparkling white-and-gold foil fashion award Holiday Pack ready to spread. We at Sunny Pastures are proud of our gold label quality manure . . . it's one of Connecticut's greatest glories. Each vitamin-packed fertilizer bud is loaded with CD (chlorophyll derivatives) and is posed ready to spring into action for you.

TOUJOURS MANURE is twice as powerful as the higher-priced spreads. All living things love it, but don't spread it on too thick . . . a little goes a long way. Of

course each holiday pack of TOUJOURS MANURE comes with full instructions for most effective use.

TOUJOURS MANURE is indispensable to civilized business and social life. Everyone needs it at some time or another. It's *truly* the gift that belongs under the tree. Put some under your friends' trees this Christmas, so they'll be able to cope with the New Year.

Place your order today for the fancy 2 lb. (dehydrated from 4 lbs.) Holiday Pack of TOUJOURS MANURE. Only \$1.50 (includes postage and packing) anywhere in the U.S. Just send check or money order to Sunny Pastures, Strawberry Hill, Norwalk, Connecticut.

Organically yours,

(signed) J. Llewellyn Brooks II
J. Llewellyn Brooks II, Prop.

P.S. We'd appreciate it if you'd spread the word about TOUJOURS MANURE to your friends, who might want to give this fine product to their friends.

J. L. B. II

Reporter's added note: As a devoted gardener, couldn't help doing a little figuring. The price quoted represents a cost of \$75 per 100 pounds. It must be powerful stuff. Certain words and phrases give us the suspicious idea that this letter might have been written as a joke . . . or as a test to see how gullible people can be.

SPEAKING OF GARDENING

Here's a good filler we spotted in the monthly, mimeographed, two-page newsletter of insurance agent Bob Watters, 116 Maple Drive, Fayetteville, N. Y.

A homeowner, dressed in his oldest clothes, was mowing the edge of the lawn nearest the highway. A woman in a fine car stopped nearby and asked him:

"What do you get for mowing lawns?"

"The lady who lives here lets me sleep with her," replied the homeowner.

The lady in the car drove away without comment.

METER REPLY PRIVILEGE WILL NOT BE DISCONTINUED

The Post Office has decided to set aside the proposal previously announced, and continue to honor envelopes and cards with return postage prepaid by postage meter stamps. Meter users may therefore continue to distribute such reply cards and envelopes under Section 143.6 Postal Manual.

Rates \$1.35 per line 85¢ Situation/Help Wanted Minimum 4 lines
Address: Classified Dept., The Reporter, 224 7th St., Garden City, N. Y.

CLASSIFIED ADVERTISING

ADDRESSING PLATES

SPEEDAUMAT—Zinc Plates embossed—\$35.00 per M. 100% accuracy guaranteed.
POLLARD-ALLING—3 line proofed and linked \$27.50 per M.

Advertisers Addressing System
703 N. 16th St., St. Louis 3, Mo.

ADVERTISING AGENCIES

Pulling direct selling mail order advertising campaigns in newspapers, magazines, trade papers. Publishers' rates. Counsel service. Martin Advertising Agency, 15 E. 40 St., Dept. 33A, N. Y. LE 2-4751. Est. 1923.

COPY THAT PULLS

Winner DMAA, Sales Management and other awards offers part time or free lance counsel and copy. Sound merchandiser gets results. Write Box 11, The Reporter.

DIRECTORY OF ASSOCIATIONS

Lists 6,000 trade, business, professional, fraternal associations and societies of individuals, manufacturers, wholesalers, retailers, etc. Gives secretary, membership, description. Excellent source for mailing lists and specialized information. Price \$15.00. Sent on 15-day approval. No obligation to buy. Order from: Gale Research Co., 1116-21 Book Tower, Detroit 26, Mich.

MAILING LISTS

6,500 quality names of Owners and Directors of summer camps. Used successfully by many firms during the past five years. Send today for free brochure, "Selected List of Camps". Macfarland Company, Box 540-D, Westfield, New Jersey.

MAILING SUPPLIES

CARBOFF . . . 3 x 5 Index Cards for making copies of Mailing Lists while addressing envelopes or letters. Self-Copying, No Carbons, \$1.70 per 1,000, f.o.b. Rochester, N. Y. Also CARBOFF Self-Copying papers and Addressing Labels. Samples and prices on request.

WAXON-CARBOFF, Inc.
8 Commercial St.
Rochester 14, N. Y.

MAILING LISTS

FREE MAILING LISTS
OVER 2 MILLION NAMES ON PLATES
GUARANTEED 100% ACCURATE

ELECTRONIC SELECTED
CONSTANTLY CORRECTED

Retailers-Wholesalers-Manufacturers
Banks-Churches-Institutions
Choice of 350 Other Lists

"We Charge **ONLY** for Addressing"
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Write for **FREE** Catalogue.

SPEED-ADDRESS KRAUS CO.

48-01 42nd St., Long Island City 4, N. Y.
Stillwell 4-5922

MAILING LISTS—250,000 carefully selected names in Protestant Church field. Individual lists of prominent clergymen, laymen and laywomen, Religious Education Directors, Bible Teachers, Chaplains and many others. For details write: Macfarland Company, Box 540-D, Westfield, New Jersey.

Direct Mail Proven Buyers. Over 790,000 Alpha-Geo Names. Buyers of Books and Magazines on Gardening, Farming and Health. Active and clean expires. Your Broker knows our reputation for results. Rodale Press, Emmaus, Pa.

CANADA'S BEST MAILING LIST

275,000 live names on Elliott stencils
Call your list broker—**TODAY**
or Tobe's, St. Catharines, Ontario

TYPE FOR OFFSET

Save with **FOTO-FONTS**. Unit cost per font—now only 15¢! Easy to set and align—sharpest reproduction. Free samples and details. A. A. Archbold, Publisher, Box 20740-K, Los Angeles 6, Calif.

MAILING LISTS

MAILING LISTS—250,000 CAREFULLY SELECTED names in the Agricultural Field. Individual lists of Potato Growers, Tomato Growers, Corn Growers, Cannons, Shippers, Dealers and many other categories. Write for free brochure "Agricultural Lists". Macfarland Company, Box 540-D, Westfield, New Jersey.

FOR SALE

GRAPHOTYPE: Model 6383. Very good condition. \$450. FOB Wash. **HARRY J. ABRAMS**, 124 L St. N.E. Wash. 2, D. C. SP 7-4105

STOCK ART

BOOK OF REVERSES—thousands of them for every ad purpose! Commands, pointers, action-getters, numbers, prices, complete heads, etc. In handy loose-leaf clip book form, ready to cut and paste. Excellent reproduction quality, printed on one side of page only. Ideal for ads, circulars, catalogs, house organs. Saves hundreds of dollars normally spent for individual reverses. Write for your Book Of Reverses today! **SEND NO MONEY**—your card or letter brings it by return mail. Look it over for 10 days, then remit only \$12.50. If not pleased, return book and owe nothing. **PRINTEX ADVERTISING SERVICES**, P.O. Box 805, Brownwood, Texas.

MAILING LISTS

30,000 Selected names of flower growers, landscape architects, public gardens, seedsmen and nursery men. Send today for free brochure, "Selected Names of Flower Growers and Gardeners". Macfarland Company, Box 540-D, Westfield, New Jersey.

SITUATION WANTED

CAPABLE, AGGRESSIVE MAIL ORDER EXECUTIVE 39 years old, seeks permanent position where 18 years of extensive experience can offer a challenge to your needs. Heavy background in Electronics and associated fields. Presently employed. Reply Box #12, The Reporter.

Mailing Machines and Supplies

REBUILT ONE YEAR GUARANTEE.

Addressographs, Graphotypes, Speedaumat, Elliott Machines. Also plates, stencils, frames, trays, cabinets. Embossing Addressograph and Speedaumat plates. Also, mail bag racks, Tying machines, Sealers, Folders, Letter Openers and Pitney Bowes. Mailers, 40 West 15th Street, New York 11, New York.

FOR SALE

Rebuilt Robotypers \$430.00
New Machine Guarantee
Over 100 Available
Robotyping Co. of Calif.
1061 Ingraham St., Los Angeles 17, Calif.

Henry Hoke Direct Mail Library

This is a set of eleven 6 x 9 booklets . . . something that has a place in every advertising library . . . something which explores thoroughly the many facets of Direct Mail. Sells for \$12.50. This set will generate your thinking . . . will enable you to build a powerful, effective, sales promotion program . . . will help you lick some of your toughest sales problems.

The Reporter, Garden City, N.Y.

Direct Mail directory

LISTINGS ONE LINE PER ISSUE, \$18.00
PER YEAR, UNDER SPECIAL HEADINGS,
\$24.00 PER YEAR.

ADDRESSING

Address-O-Mite Stencil & Mach. Co., Inc., 64 W. 23 St., N.Y.C. 10 (OR 5-3240)
Creative Mailing Service, Inc., 400 N. Main, Freeport, N.Y. (FR 9-2431)
Merit Mailers, 26 Sterling Street, East Orange, N.J. (OR 2-3900)

ADDRESSING MACHINES

Approved Business Machines Co., 19 Hudson St., New York 13, N.Y. (CA 6-0233)
Elliott Addr. Machine Co., 133A Albany St., Cambridge 39, Mass. (TR 6-2029)
Mailers' Equipment Co., 40 W. 18th St., N.Y. 11, N.Y. (CH 9-3442)

ADDRESSING PLATES AND EQUIPMENT

The Pengad Companies, Pengad Building, Bayonne, New Jersey (HE 6-5625)

ADDRESSING - TRADE

Addressing Unlimited, Flushing, New York (HI 5-3191)
Belmar Typing Service, 91-71 11th St., Richmond Hill 18, N.Y. (VI 6-3322)

ADVERTISING ART

A. A. Archbold, Publisher, P. O. Box 20740, Los Angeles 6, Calif. (RI 9-0488)
Multi Ad Service, 100 Walnut Street, Peoria, Illinois
Harry York Jr. Art Studio, 1401 N. Main St., Pleasantville, N.J. (PL 4620)

ADVERTISING BOOK MATCHES

Match Corp. of America, 3439-43 48th Pl., Chl. 33, Ill. (VI 7-2244)

ADVERTISING SPECIALTIES

Jerry Hawk Advertising Specialties, 1515 N. Cleveland Ave., Canton 3, Ohio (GL 6-4541)
ANALYSIS, PLAN, LIST SELECTION, COPY, RESULT EVALUATION
Trey M. Rodin, T. & D. Rodin, 1832 M St., N.W., Wash. 6, D.C. (RE 7-3433)

AUTOMATIC MACHINE-ADDRESSING SERVICE

Charlotte Letter Writing Co., Inc., 161 Wilder Bldg., Charlotte, N.C. (PR 6-3350)
Merit Mailers, 26 Sterling Street, East Orange, N.J. (OR 2-3900)

AUTOMATIC TYPEWRITING

Carlson Automatic Typewriting Service, 3744 N. Clark St., Chicago 12, Ill. (EA 7-5496)
Commercial Mailings, 2330 East 37th Street, Los Angeles, Calif. (LU 9-2442)
Laird Letters, Inc., 107 West 10th Street, New York 14, N.Y. (WA 9-1764)

BOOKS

Art & Tech. of Photo Eng. Horan Eng. Co., 44 W. 23, N.Y.C. 1 (MU 9-5853)
Postal Review Associates, Battle Creek, Michigan
Reporter of Direct Mail, 224 7th, Garden City, N. Y.
Dogs That Climb Trees, 1.90
How To Get The Right Start in Direct Advertising, 1.90
How To Think About Direct Mail, 1.90
How To Think About Letters, 1.90
How To Think About Readership of Mail, 1.90
How Direct Mail Solves Management Problems, 1.90
How To Think About Showmanship in Direct Mail, 1.90
How To Think About Production and Mailing, 1.90
How To Think About Mail Order, 1.90
How To Think About Industrial Direct Mail, 1.90

BUSINESS FORMS

Alfred Allen Waits Company, Inc., Allwood P. O., Clinton, New Jersey

CATALOG PLANNING

Catalog Planning Co., 101 W. 50th St., N.Y. 19, N.Y. (PL 7-1967)

CHRISTMAS STATIONERY

The Newbern Company, 2925 South Cooper Street, Arlington, Texas (CH 5-2207)

COPYWRITERS (Free Lance)

Glenn L. Anderson, 14233 Magnolia Blvd., Van Nuys, Calif. (ST 8-9433)
Leo P. Best Jr., 61 E. Jackson Blvd., Chl. 4, Ill. (HA 7-0187)
Tom A. Foley, 2222 Olive Street, St. Louis, Mo. (CI 1-2915)
Orville E. Reed, 106 N. State St., Howell, Mich. (Tel: 65)
Sig Rosenblum, 107 West 74th Street, New York 23, N.Y. (SU 7-2821)

DIRECT MAIL AGENCIES

Ahrend Associates, Inc., 601 Madison Ave., N.Y. C. 22, (PL 1-6212)
American Mail Advertising, Inc., 610 Newbury Street, Boston 15, Mass.
Homer J. Buckley, 102 N. State St., Chl. 2, Ill. (R 2-3326)
The Buckler Organization, Phila. National Bank Bldg., Phila. 7, Pa.
Lawrence G. Chait & Co., 745 Fifth Avenue, New York, New York (PL 1-7220)
Chase Direct Mail Service Corp., 12 E. 40th St., New York 17, N.Y. (MU 1-2230)
Dickie-Raymond, Inc., 470 Atlantic Ave., Boston 10, Mass. (HA 6-3350)
Dickie-Raymond, Inc., 235 Park Ave., N.Y. 17, N.Y. (MU 4-3610)
Direct Advertising Associates, 21 East 40th Street, New York 1, N.Y. (OR 9-0833)
Direct Mail Service, 175 Locke St., Atlanta 3, Ga. (JA 3-3298)
Duffy & Assoc., Inc., 918 N. 4th St., Milwaukee 2, Wis. (BR 3-7632)
General Office Services, Inc., 327 E. St., N.W., Washington 1, D.C. (NA 9-5248)
Harrison Service, Inc., 215 East 50th Street, New York 22, N.Y. (PL 1-2830)
Parker-Murphy Div. of James Gray, Inc., 214 E. 40th St., N.Y. C. 17 (MU 2-9660)
John M. Lord & Co., 171 Newbury Street, Boston 16, Mass. (CO 7-1020)
Merit Mailers, 26 Sterling Street, East Orange, N.J. (OR 2-3900)
H. L. Park & Co., 431 Howard St., Detroit 21, Mich. (WO 1-9470)
Rept-O Products Co., Central Park W., N.Y. 23, N.Y. (CT 9-0118)
Responds-Letter, 411 S. Sangamon St., Chicago 7, Ill. (MO 6-9878)
Responds-Letter, 239 Fifth Avenue, New York 34, N.Y. (MU 7-4259)
Richardson-Shaw Inc., 13535 W. McNichols Rd., Detroit 33, Mich. (BR 3-9855)
The Rylander Co., 216 W. Jackson Blvd., Chicago, Ill. (EA 6-4700)

Maxwell Sackheim & Co., Inc., 545 Madison Ave., N.Y. 22, N.Y. (PL 1-2151)
Sales Letters, Inc., 133 W. 23rd St., N.Y. C. (WA 9-2680)
Sands Rocks & Co., Inc., 91 7th Ave., N.Y. C. 11 (WA 4-1531)
The Smith Company, 87 Beale St., San Francisco, Calif. (SU 1-0544)
Aubrey Williams Advertising, Inc., 923 Barracks St., New Orleans 16, La. (BA 2188)
Lloyd F. Wood Associates, 1010 Wisc. Ave., N.W., Wash. 7, D.C. (CO 5-0042)

DIRECT MAIL CONSULTANTS

Peter L. Shugart, 2280 W. Pico Blvd., L. A. 6, Calif. (DU 5-5421)

DIRECT MAIL EQUIPMENT

Auto-Typist, 2323 N. Pulaski R., Chicago 39, Ill. (EV 5151)
B. H. Dunn Co., 7905 S. Vincennes Ave., Chicago 20, Ill. (HU 3-4555)
Chester Mailing Machines Inc., 1644 N. Illinois St., Chicago 22, Illinois
Feline Tring Machine Co., 3251 N. 31st St., Milwaukee 14, Wis. (HI 5-7131)
Friden Calculating Machine Co., Inc., 2350 Washington Avenue, San Leandro, Calif.
National Bundle Tyer Co., Blisfield, Michigan (IL 162)
Pinney-Brown, Inc., 316 N. 11th St., Phila. 7, Pa. (WA 2-4212)
Real-O-Matic Machine Mfg. Co., 145 Hudson St., N.Y.C. (WA 5-0900)

DIRECT MAIL PRE-TESTING - 4 COLOR PROCESS

Encore Color Process, 82 East 19th St., N.Y. 3, N.Y. (AL 4-3502)

DIRECT MAIL SUPPLIES

Lee Products Co., 2743 S. Lyndale, Minneapolis 8, Minn. (RE 9080)

ELLIOTT STENCIL CUTTING

Allan Business Service, Inc., 34-15 32nd St., Long Island City 6, N.Y. (AS 8-4822)
Creative Mailing Service, 400 N. Main St., Freeport, N.Y. (FR 8-4340)
Elliott Addressing Machine Co., 117 Leonard St., New York 13, N.Y. (WA 5-1372)

ENVELOPES

The American Paper Products Co., East Liverpool, Ohio (FU 5-4246)
Atlanta Envelope Co., P. O. Box 1267, Atlanta 3, Ga. (TR 4-3846)
Berlitz & Jones Co., 801 W. 20th St., N.Y. C. 1 (WA 4-4490)
The Boston Envelope Co., 207 High St., Dedham, Mass. (PA 5-0700)
Colortone, 2412 17th St., N.W., Washington, D. C.
Cupples-Hesse Corp., 360 Furman St., Brooklyn 2, N.Y. (TR 5-0355)
Cupples-Hesse Corp., 1423 Kensington Way, Des Moines 14, Iowa (AT 8-5737)
Cupples-Hesse Corp., 3633 Michigan Ave., Detroit 16, Mich. (TA 6-7260)
Cupples-Hesse Corp., 4175 N. Kingshighway, St. Louis 15, Mo. (EV 3-3700)
Curtis 1600 Inc., 150 Vanderbilt Ave., W. Hartford 18, Conn. (JA 2-1221)
Detroit Tuller Envelope Co., 2139 Howard St., Detroit 16, Mich. (TA 5-2700)
Garden City Envelope Co., 3901 N. Rockwell St., Chl. 19, Ill. (CO 7-2600)
Gee-O'Hare Envelope Co., 380 N. Sacramento Blvd., Chl. 12, Ill. (NE 8-1501)
The Gray Envelope Mfg. Co., 55 53rd St., Brooklyn 32, N.Y. (RE 4-2960)
Heck Envelope Co., 4500 Cortland St., Chl. 39, Ill. (CA 7-2400)
Quality Park Envelope Company, 2530 Como Ave., St. Paul 1, Minnesota
Rochester Envelope Co., 73 Clarissa St., Rochester 14, N.Y. (HA 6-2101)
The Standard Envelope Co., 1009 E. 30th St., Cleveland 14, O. (FR 1-3060)
Tension Envelope Corp., 19th & Campbell Sts., Kansas City, Mo. (HA 1-0092)
Tension Envelope Corp., 276 Madison Avenue, New York 16, N.Y. (LR 2-6212)
Transo Envelope Co., 3543 N. Kimball Ave., Chicago 18, Ill. (IR 8-6014)
Transo Envelope Co., 22 Monitor St., Jersey City, N.J. (HE 4-1587)
United States Envelope Co., Springfield 5, Mass. (RE 6-7211)
United States Envelope Co., 217 Broadway, N.Y. N.Y. (BA 7-0704)
Wolf Detroit Envelope Co., 14700 Dexter Blvd., Detroit 32, Mich. (DI 1-5221)

ENVELOPE SPECIALTIES

Curtis 1600 Inc., 150 Vanderbilt Ave., W. Hartford 18, Conn. (JA 2-1221)
Du-Fix Envelope Corp., 1028 Franklin Blvd., Chl. 19, Ill. (NE 8-1200)
Garden City Envelope Co., 3901 N. Rockwell St., Chl. 19, Ill. (CO 7-2600)
Heck Envelope Co., 4500 Cortland St., Chl. 39, Ill. (CA 7-2400)
The Sardon Company, Inc., 480 Lexington Ave., N.Y. 17, N.Y. (PL 5-2516)
Tension Envelope Co., 19th & Campbell Sts., Kansas City 8, Mo. (HA 1-0092)
The Wolf Envelope Co., 1749-81 E. 22nd St., Cleveland 1, O. (PB 1-8470)

FOREIGN MAILINGS

Publishers, 5 Roosevelt Pl., Scarsdale, N.Y.
DeMutator MV, Willemsparkweg 115, Amsterdam, Holland
Sands Rocks & Co., Inc., 91 7th Ave., N.Y. C. 11 (WA 4-1531)

IMPRINTERS - SALES LITERATURE

Merit Mailers, 26 Sterling Street, East Orange, N.J. (OR 2-3900)

INSERTING SERVICE - AUTOMATIC MACHINE

Automatic Mailing Service, 325 New Ave., Elizabeth, N.J. (EL 4-3867)
Banded-Nationwide, 753 4th Ave., Brooklyn 3, N.Y. (BO 8-4819)
Coupon Service Corp., 37 East 18th St., N.Y. 3, N.Y. (OR 2-0180)
Creative Mailing Service, 400 North Main St., Freeport, N.Y.
Innovative Advertising Service, 1100 N. Hulen Rd., Trowen 4, Mo. (VA 3-7200)
Mailings Incorporated, 55 West 13th St., New York 11, N.Y. (WA 9-5188)
Merit Mailers, 26 Sterling Street, East Orange, N.J. (OR 2-3900)
Raymond Service, Inc., 160 Fifth Avenue, New York 10, N.Y. (WA 4-1101)
West. Emp. Dir. Co., 612 Howard St., San Francisco 5, Calif. (GA 1-8509)

INVISIBLE INK LETTERS & POST CARDS

M. E. Moss & Co., 119 d Ann Street, Hartford 2, Conn. (JA 2-6505)
Sands Rocks Co., Inc., 91 7th Ave., N.Y.C. 11 (WA 4-1531)

LABEL PASTERS

Polderin Machine Co., 231 North St., Teterboro, N.J. (EA 8-1941)

LABELS

Dennison Mfg. Co., Framingham, Mass. (TR 3-3511)
Allan Hollander Co., Inc., 385 Grand Avenue, New York 7, N.Y. (BA 7-7771)
Tompkins Label Service, Frankford and Alleghany Aves., Phila. 34, Pa. (RE 9-0878)

LETTER GADGETS

Hewig Co. 45 W. 45th St., N. Y. 36, N. Y. (JU 2-2186)
 Robert Straub & Co. 542 South Dearborn St., Chicago 5, Ill. (WA 2-8874)

LETTERHEADS

Stranner, Inc., Printers-Lithographers, 1010 Jefferson Ave., Memphis, Tenn. (BB 2-2355)
 Marshall Press, Inc. 813 Greenwich Street, New York 14, N. Y. (MU 5-8874)
 Monroe Letterheads North Memorial Parkway, Huntville, Alabama (JE 6-3344)

LETTERS

Responde-Letter 411 S. Sangamon St., Chicago 7, Ill. (MO 6-9878)
 Responde-Letter 329 Fifth Avenue, New York 36, N. Y. (MU 7-4339)

LIST FULFILLMENT SERVICE

American Press 200 E. 7th, Columbus, Mo. (GI 3-9731)

MAIL ADVERTISING SERVICES (Lettershops)

BROOKLYN, NEW YORK
 Valco Reproduction & Mailing Service, Inc. 1715 Avenue Z (35) (BH 2-5235)
CHICAGO
 Insellite & Co., Inc. 329 N. Dearborn St. (19) (BU 7-1722)
CLEVELAND
 Cleveland Letter Serv., Inc. 740 W. Superior, (13) (BU 1-3000)
 Robert Silverman, Inc. 1270 Ontario Street (CH 1-6575)

DETROIT
 Advertising Distributors of America, Inc. 834 Bagley Avenue
 Advertising Letter Service 2930 Jefferson East, (7) (LO 7-9335)
 H. L. Polk & Co. 431 Howard St. (31) (WO 1-9476)

EAST ORANGE, NEW JERSEY
 Merit Mailers 26 Sterling Street (OR 2-3990)

ELIZABETH, NEW JERSEY
 Automatic Mailing Service 829 Newark Ave. (EL 4-3807)

HOUSTON
 Premier Printing & Letter Serv. 630 Texas Ave., (2) (CA 7-4145)

LOS ANGELES
 Krupp's Ad. Mailing Serv. 2390 W. Pice Blvd. (6) (DU 5-5421)

MARION, OHIO
 Fulfillment Corp. of America 381 W. Center St. (Tel: 2-1187)

MONTREAL, CANADA
 Commercial Letter & Litho Inc. 359 St. James St. West (AV 8-9297)

NEW YORK CITY
 Ambassador Letter Serv. Co. 11 Stone St., (4) (BO 6-0687)
 Century Letter Co., Inc. 48 E. 11th St. (19) (AL 4-8369)
 Chase Direct Mail Service Corp. 12 E. 40th St. (MU 7-2939)
 Mary Ellen Clancy Co. 250 Park Ave. (17) (YU 6-7825)
 Union Service Corp. 27 East 18th St. (OR 3-0186)
 Mailings Incorporated 55 West 18th St. WA 9-5188
 Mailograph Corp. 30 Water Street, (BO 9-7777)
 The St. John Assoc. Inc. 75 W. 45th St. (36) (JU 2-3344)
 Surety Letter Service 7 East 42nd Street (MU 2-5377)
 Fyne Letter Serv. Corp. 45 East 19th St., (3) (AL 4-0174)

PHILADELPHIA
 Connolly Organization, Inc. 1010 Arch St., (7) (MA 7-9132)
 Woodington Mail Advertising Serv. 1394 Arch St., (7) (RI 6-1849)

PITTSBURGH
 Advertisers Associates Inc. 1627 Penn Ave., (23) (AT 1-6144)

ROCHESTER
 Ayer & Streib 15 South Ave., (4) BA 5-6340)

SAN FRANCISCO
 The Letter Shop 67 Beale St. (BU 1-6584)

WESTFIELD, NEW JERSEY
 Union County Bureau 7 Elm St. (WE 3-8392)
OSLO/NORWAY
 Ekspeditionsentralen A. S. Rindshugsten 8

MAILING LISTS — BROKERS

Archer-Bennett List Service, Inc. 149 W. 55th St., N. Y. 19, N. Y. (JU 6-3768)
 George Bryant & Staff. 7 Grand Avenue, Englewood, N.J. (LO 7-3590)
 George Bryant & Staff. 123 East 7th St., Los Angeles 14, Calif. (VA 9568)
 The Coolidge Co. 135 East 23rd St., N. Y. C. 10 (AL 4-4991)
 Dependable Mailing Lists Inc. 331 4th Ave., N. Y. C. 10 (MU 4-4991)
 Walter Drey, Inc. 333 N. Michigan Ave., Chi. 1, Ill. (PI 4-1189)
 Walter Drey, Inc. 257 4th Ave., N. Y. 10, N. Y. (OR 4-7041)
 Dunhill Int'l List Co., Inc. 55 East Washington St., Chicago 2, Ill. (DE 2-0589)
 Guild Co. 160 Engle St., Englewood, N. J. (BR 9-0400)
 Walter Earl, Inc. 29 E. 26th St., N. Y. 10, N. Y. (OR 9-7859)
 Lewis Kiehl Co. 29 West 45th St., New York 36, N. Y. (JU 2-8230)
 O'Neil Madden, Inc. 215 4th Ave., N. Y. 3, N. Y. (SP 1-7460)
 Moseley Mail Order List Serv. 39 Newbury St., Boston 16, Mass. (CO 6-1880)
 Names Unlimited, Inc. 392 Fourth Avenue, New York 16, N. Y. (MU 6-2454)
 D. L. Nativick Co. 138 W. 52nd Street, New York 19, New York (CO 5-8616)
 People in Places, Inc. 175 Fifth Avenue, New York 10, N.Y. (OR 7-3774)
 Planned Circulation 19 West 44th St., New York 36, N. Y. (MU 7-4158)
 William M. Profit Associates 585 Main St., East Orange, N. J. (OR 3-2223)
 Roekam Advertising 1430 Grand, Kansas City 6, Mo. (HA 1-6489)
 Sanford Evans & Co., Ltd. 156 Lombard Ave., Winnipeg 2, Manitoba, Can. (92-2151)
 William Stroth, Jr. 568-578 54th St., West New York, N.J. (UN 4-4860)
 James E. Trust Assoc. 419 4th Ave., N. Y. 16, N. Y. (MU 9-9050)

MAILING LISTS — BY SUBJECT

FOR LIST SOURCE: COMPARE NAME IN PARENTHESIS WITH LISTING BELOW OF COMPILERS & OWNERS
 Direct Mail Users 18,500 (Reporter of DM)
 Fund Raising Lists (Wm. M. Profit Associates)
 New Car Buyers Midwest and Western States (Gile Letter Service)
 Pet Shops, 4000 Pet supply jobbers, 150 (Cat breeders, 6M) (All Pets)
 Public Relation & Promotion Lists (Wm. M. Profit Associates)

MAILING LISTS — COMPILERS & OWNERS

Active Equipment Supply 1208 Jericho Tpk., New Hyde Park, N.Y. (FI 3-4702)
 Albert Mailing List 129 Liberty St., N. Y. 6, N. Y. (RE 2-3731)
 Allison Mailing Lists Corp. 806 Lexington Ave., N. Y. 21, N. Y. (TE 2-9439)
 All-Pets Magazine, Inc. 74 Darling Place, Fond du Lac, Wis. (WA 2-0080)
 Associated Advertising Serv. 613 Willow St., Port Huron, Mich. (WO 5-7773)
 Bodine's of Baltimore 601 E. Preston St., Baltimore 2, Md. (YE 7-9489)
 Bookbuyers Lists 363 Broadway, N. Y. 13, N. Y. (WU 4-3871)
 Boyd's City Dispatch, Inc. 220 E. 23rd St., N. Y. 10, N. Y. (OR 9-2350)
 Buckley-Demott 355 E. Jackson Blvd., Chicago 6, Ill. (HA 7-4180)
 Catholic Lady Bureau 45 West 45th St., N. Y. 36, N. Y. (CO 5-4490)
 Creative Mailing Service 460 N. Main St., Freeport, N. Y. (FR 8-4830)
 Directory of Assns. Gale Research Co. 1116 Book Tower, Detroit 26, Mich. (WO 1-5340)
 Walter Drey, Inc. 333 N. Michigan Ave., Chi. 1, Ill. (PI 4-1189)
 Walter Drey, Inc. 257 4th Ave., N. Y. 10, N. Y. (OR 4-7041)
 Dunhill International List Co. Inc. 565 Fifth Ave., N.Y.C. 17 (OX 7-6767)
 Drummcliff Advertising Service Hillen Rd., Towson 4, Md. (VA 2-7290)
 Eli Kogan 27 E. Webster St., Webster, Mass. (WE 2-7800)
 E-Z Addressing Serv. 83 Washington St., N. Y. 6, N. Y. (HA 3-9492)
 Fairchild Lists, Fairchild Publications Inc. 7 E. 12th St., N. Y. N.Y. (AL 5-5252)
 Gile Letter Service 723 Third Avenue South, Minneapolis 2, Minn. (PB 3-3471)

Frits S. Hoffmeister 23 E. 22nd St., N. Y. 10, N. Y. (OR 4-6420)
 Industrial List Bureau Webster, Mass. (WE 2740)
 Jewish Statistical Bureau 320 Broadway, New York 7, N. Y. (BE 3-4232)
 Market Compilation Bureau 11854 Ventura Blvd., N. Hollywood, Cal. (BT 7-3100)
 Merit Mailers 20 Sterling Street, East Orange, N. J. (OR 2-3990)
 Official Catholic Directory 12 Barclay St., N. Y. 6, N. Y. (BA 7-2940)
 Palmer Lists 2422 Grand Concourse, N.Y.C. 58 (SE 3-2446)
 Paramount Mailing Lists 17-14 138th St., Flushing 67, N. Y. (JA 6-0473)
 R. L. Polk & Co. 431 Howard St., Detroit 31, Mich. (WO 1-9476)
 W. B. Panton, Inc. 44 Honeck St., Englewood, N. J. (EN 4-5280)
 William M. Profit Associates 585 Main St., East Orange, N. J. (OR 3-2223)
 R. L. Rashmir 11954 Ventura Blvd., N. Hollywood, Cal. (BT 7-3100)
 Reporter of Direct Mail Adv. 224 7th St., Garden City, N. Y. (PI 6-1837)
 Research Projects, Inc. 55 West 18th St., New York, N. Y. (BT 3-3813)
 The Speed Address Co. 48-61 42nd St., Long Island City 4, N. Y. (RT 4-5023)
 William Stroth, Jr. 568-578 54th St., West New York, N. J. (UN 4-4860)
 W. E. Watson Corp. 23 House Ave., Freeport, N. Y. (FR 9-8312)
 Zeller and Leticia, Inc. 15 East 26th St., N. Y. 10, N. Y. (MU 5-6278)

MAIL ORDER CONSULTANT

Herbert L. Kellner & Associates 431 S. Wabash Ave., Chicago 5, Ill. (HA 7-4144)
MAIL-ORDER DROP-SHIP MERCHANDISE AND CATALOGS
 Gaylord North Adams St., Mass. (MO 3-9885)

MANUFACTURERS—ADDRESSING MACHINES & ACCESSORIES
 Pollard-Ailing Mfg. Co. 220 W. 19th St., N. Y. 11, N. Y. (CH 3-0692)

MATCHED STATIONERY
 Tension Envelope Corp. 19th & Campbell Sts., Kansas City, Mo. (HA 1-0002)

MERCHANDISE FOR DIRECT MAIL
 Sloan-Ashland Div. Elec. Eng. Prod. Midco, Chicago 54, Ill. (DE 7-9717)

MIMEOGRAPHING-OFFSET
 Surety Letter Service 7 East 42nd Street, New York, N. Y. (MU 2-5377)

MULTIGRAPH SUPPLIES
 Chicago Ink Ribbon Co. 19 S. Wells Street, Chicago 6, Ill. (ST 7496)
 Mack Type Co., Inc. 53 Fulton St., N. Y. 7, N. Y. (BE 3-1487)

OCCUPANT MAILING LISTS—LOCAL & NATIONAL
 Advertising Distributors of America, Inc. 834 Bagley Ave., Detroit 26, Mich.
 Merit Mailers 26 Sterling St., East Orange, N. J. (OR 2-3990)

PACKAGING
 Coupon Service Corp. 37 East 18th St., N. Y. 3, N. Y. (OR 3-0160)
 Merit Mailers 26 Sterling Street, East Orange, N. J. (OR 2-3990)

PAPER MANUFACTURERS
 American Writing Paper Corp. Hockley, Mass.
 American Coated Paper Co. 1258 N. Meade St., Appleton, Wis. (4144)
 Byron Weston Company Dalton, Mass. (MA 3-9885)
 Curtis Paper Company Newark, Delaware (EN 8-8551)
 Eastern Corporation Bangor, Maine (Tel: 822-5)
 Fraser Paper, Limited 428 Lexington Ave., N. Y. 17, N. Y. (442-3109)
 W. C. Hamilton & Sons Milquon, Pa. (IV 3-1019)
 Hammermill Paper Co. Erie, Pa. (Tel. 4-7194)
 Hawthorne Paper Co. Kings Highway, Kalamazoo 99, Mich. (FI 3-1638)
 Howard Paper Mills, Inc. Houston 3, Tex. (HO 4-7194)
 International Paper Co. 320 E. 42nd St., N. Y. 17, N. Y. (PA 2-7569)
 Kimberly-Clark Corporation Neenah, Wisconsin (PA 2-8511)
 Mead Papers, Inc. 118 West First Street, Dayton 5, Ohio
 Molnar Paper Company Cohasset, N. Y.
 Neenah Paper Co. Neenah, Wis. (Tel: 2-1531)
 Neenah-Papier Co. Fort Edwards, Wis. (Tel: 3-1531)
 Neenah-Papier Co. Epitanki, Mich. (HU 3-2609)
 Rex Paper Co. Kalamazoo, Mich. (FI 3-6101)
 Rising Paper Co. Housatonic, Mass. (Ho 47)
 The Borg Paper Company Middletown, Ohio
 Wausau Paper Mills Co. 111 W. Washington, Chicago, Ill. (FI 4-7194)

PERSONALIZED GIANT GRAMS
 Sande Rocks & Co., Inc. 91 7th Ave., N.Y.C. 11 (WA 4-1851)

PHOTO ENGRAVERS
 Horan Engraving Co., Inc. 44 W. 28th St., New York 1, N. Y. (MU 9-8595)

PHOTOGRAPHERS
 JJK Copy Art. 165 West 46th Street, New York 19, N. Y. (PL 1-9233)

POST CARDS
 CURTEICHOLOR 3-D by Curt Teich & Co., Inc. 1733 W. Irving Park Road, Chicago 13, Illinois (BU 1-0505)
 Encore Litho, Inc. 55 East 19th St., N. Y. 3, N. Y. (AL 4-3502)

PRINTING — OFFSET LITHOGRAPHY
 Encore Litho, Inc. 55 East 19th St., N. Y. 3, N. Y. (AL 4-3502)
 Larens Press, Inc. 124 White Street, New York 13, N. Y. (WA 2-7353)
 Sande Rocks & Co., Inc. 91 7th Ave., N. Y. C. 11 (WA 4-1851)

PRINTERS — LITHOGRAPH & LITHOGRAPHY
 Merit Mailers 26 Sterling Street, East Orange, N. Y. (OR 2-3990)
 Paradise Printers Paradise, Pa. (OV 1-3209)

PERSONALIZED DIRECT MAIL
 Satire, Inc. 734 No. Brand Blvd., Glenside 3, Calif.

SEASONAL STATIONERY
 National Creative Sales Inc. 18 E. 48th St., N. Y. 17, N. Y. (EL 5-0925)
 Arthur Thompson & Co. 169 Market Pl., Baltimore 2, Md. (PL 2-6606)

SIGNS — PRESENTATIONS
 Stewart Signs P. O. Box 901, Newark 1, New Jersey

STENCIL CUTTING AND LIST MAINTENANCE
 Clear Cut Duplicating Co. 149 Broadway, New York 6, N. Y. (DI 9-4668)

SUBSCRIPTION FULFILLMENT SERVICE
 Globe Fulfillment Corporation 143 W. 23rd St., N. Y. C. 11 (OR 3-4690)
 Merit Mailers 26 Sterling Street, East Orange, N. J. (OR 2-3990)

SYNDICATED HOUSE MAGAZINES
 The William Feather Co. 9900 Clinton Rd., Cleveland 9, O. (AT 1-4122)
 The Henry F. Henrichs Publications, The House of Sunshine, Ltd. (204)

TRADE ASSOCIATIONS
 Direct Mail Advertising Assn. 2 E. 57th St., N. Y. C. 22 (MU 8-7288)
 MABA International 18126 James Goussens, Detroit 35, Mich. (UN 4-3545)
 Nat'l Council of Mail List Brokers, 55 W. 42nd St., N. Y. 36, N. Y. (PE 6-0615)

TYPE FOUNDRY
 Bauer Alphabets 235-247 East 45th St., New York 17, New York (OX 7-1797)

TYPOGRAPHERS
 Rapid Typographers, Inc. 305 East 48th St., N. Y. 17, N. Y. (MU 8-2445)

VISUAL PRESENTATIONS
 Direct Advertising Associates 21 East 40th Street, New York, N. Y. (OR 9-0638)

What is a **Customers' List Broker?**

1. A *customers' list broker* is the broker who would rather lose the order than see a client make a wrong list selection.
2. It is the broker who continually combs the market for lists to *fit* the client's products and fields of interest.
3. The broker who has had experience on *both* sides of the desk — and *understands* the list problems and needs of the client.
4. The broker who *isn't finished* once the order is placed — but follows through until it is delivered.
5. The broker who *knows-by-doing* testing, production and mailing operations — and freely passes on this knowledge when requested.
6. The broker whose client is King — and who runs the business to fit the *client's* schedule, not the broker's.
7. The broker who gives the buyer of small quantities *the same service* he does the buyer of millions.

If you are looking for a broker who will treat your list requirements with competence and professional understanding, call the CUSTOMERS' list broker — MU 7-4158.

PLANNED CIRCULATION • 19 WEST 44 • N.Y. 36, N.Y.

MARY BERTHA MCGUIRE, *Owner*

FRONTPORCH SCUTTLEBUTT

The gist of conversation about this and that
with visitors to the Editor of *The Reporter*

A BRAND NEW YEAR surrounds us. Might as well tighten up our belts and prepare to meet whatever is going to happen. Some predictions are gloomy; the stock market slides off as forecasts are made. But who knows whether the prophets are right? Most sensible analysts advise careful analysis and adjustment of marketing plans; cutting out the froth; concentrating advertising and selling where it will do the most good. Direct mail has been through all this before . . . and kept on growing. When business gets tough to get . . . more people learn how to use selective direct mail more efficiently and effectively. A slide off could mean a field day for direct mail professionals.

SOME OF US have been talking (as is nearly everyone else) about Sputniks and all the resulting hullabaloo. Seems like the chickens have come home to roost. This reporter, for one, was opposed to the witch-hunting of some years back. We didn't like mccarthyism . . . and were violently criticized for our opinions. We didn't like the way people were castigated for opinions and contacts made in the depression years when everyone was upset. We didn't like the way scientists were put through mental torture by fanatical investigating bodies. Now . . . the truth is coming out. Men like Robert Oppenheimer were driven out of our "security clearance" and we have lost in the process. Maybe the Sputniks will teach a lesson we should have learned long ago: In order to have true democracy, we must have tolerance. Those who do not have it . . . cannot sell anything except disruption.

Max Habernickel of Haband (ties by mail) thinks we ought to stop referring to "third class mail." Sounds like a disparaging term. Suggests we all use the term "deferred mail." The public and Congress might then get the idea that such mail deserves lower rates because it's a time-filler for the post office.

Jack Smith (Gloucester, Mass. and Clearwater, Fla.) thinks maybe it might be a good idea for all direct mail people to carry "honorary degree" initials after their names. If you are a producer, use D.M.P.; if a creator or critic, use D.M.C.; mail order people could initial D.M.U. Folks would be inclined to ask what the initials mean. You tell them. Every time you explain "direct mail," you're advertising the medium. And there is still a lot of explaining to do.

I get a kick out of reading the minutes of the meetings of the new Irish Direct Mail Advertising Association in Dublin. The members are asking the same questions we've heard for the last thirty or more years . . . such as, "What is a normal return from direct mail? Should

envelopes be addressed by typewriter or by hand? What are relative merits of sealed or unsealed envelopes?" Etc.

NO MATTER WHAT WE DO to improve direct mail relations, or to describe it (degree initials or different terms), we are all in for some tough fighting on the Washington battlefield during 1958. You can sit on your hands, do nothing, or just pass along the problem to others. But if you are seriously interested in protecting direct mail from unwise legislation, you better bang away with factual information for your Congressmen and Senators. Such information can do wonders, as evidenced by the terrific speech made recently by Senator Neuberger (see Short Note on page 10). This Senator (on Postal Committee) formerly could not be counted on too strongly for care in fixing postal rates, but after he received and studied the facts . . . he is firmly convinced that a postal policy must be established *first* (for subsidized and public services) before commercial rates can be determined. Fellows like Harry Maginnis are doing a good job of explaining in Washington . . . but they need your help. *Voters* are more important than lobbyists, even though the latter are needed. It's encouraging to hear that the DMAA has employed attorney, Robert W. Johnson, to represent the association in Washington. An excellent selection. Bob was formerly chief council and staff member of the U. S. Senate Post Office Committee. He is a keen thinker, fine fellow and knows his way around. He, too, will need your support in contacting your own representatives.

THERE IS ONE OTHER very bad sore spot on the direct mail horizon. We don't exactly know how much we should say about it right now. But the subject has caused many telephone calls from New York to this editorial office, and has created considerable front porch scuttlebutt. If only part of the rumors and behind-the-scenes charges are true, we've been suffering from another rash of *list stealing*. Some advisers think we ought to keep quiet about it until culprits can be pinned down conclusively, prosecuted and convicted. But that takes time. Too much time. We think it wise to let the crooks know publicly that *The Reporter* is making a thorough investigation all along the line. When we get indisputable facts . . . we intend to publish the names and details unless the culprits have fled the country, as one actually did not so long ago.

Right now, it appears certain that one of the biggest and best lists in the country has been purloined completely. It seems that the list was not copied by a list renter, but the fast-buck boys paid graft to an employee for turning galley proofs over to them. They, in turn, sell the list to a "fence" who then resells or offers it for rent. It's a sorry

mess. The legitimate list brokers are tearing their hair. People attending secret meetings to discuss the situation have actually been threatened later with lawsuits for libel by persons mentioned at these meetings as suspect. Some of this backbiting may be due to personal competitive vindictiveness, but when there is this much smoke, there must be a fire.

Our advice at present to all users who rent their lists . . . tighten up on your fulfillment procedures; deal only with reputable list brokers and renters; have mailing done by shop you can trust; watch your own list handling employees carefully; if you are approached by a slick salesman, without an established reputation, to buy or rent a "special list" from an undisclosed source . . . report his call immediately to The Reporter. We'll check.

Jack Smith (Gloucester) was indignant when I told him about the current rash of rumors and charges. Took his words down on the Stenorette so I could pass them along: Quote: "Back in the 20's nobody would address envelopes on their customer list and return them to a mailer. It wasn't a question of trust. It just wasn't done. When I was advertising manager of the Frank E. Davis Fish Company, Gloucester, Mass., we swapped lists with the New Process Company, Warren, Pa. We sent our stuffed pieces to them; they addressed and released through the Jamestown, N. Y., Post Office. We addressed their stuffed pieces and released through the Manchester, Mass., Post Office. We did this for years. We tested to see if returns were affected. We sent some keyed pieces back to Gloucester Post Office from Warren, Pa., to see if Gloucester postmark made any comparative difference in results from Davis Fish pieces released from a distant city. Postmark didn't change results.

"But, back to stealing lists. Many people have come into the mail order business in recent years who are (a) unethical in their business thinking; (b) too hungry for the almighty dollar; and/or (c) just plain crooked. Sure, they read about mail order successes. And they say, 'I'll build a mail order business, one way or another.' But the successful mail order businesses were not built that way. Quality merchandise, fair prices, hard work, ethical handling of customers' orders, explicit trust in competitors . . . that was the old-fashioned way. Remember, all good lists have keyed addresses. Those who copy or steal are bound to be caught eventually. If stealing of lists is going on, let's name names." End Quote.

If any of our friends have additional thoughts on the situation . . . we'll be glad to print. But remember, if you name names, we must have proof.

RAN ACROSS A PUBLISHER who is definitely not interested in fighting direct mail. He's promoting it instead. His name is Robert Raynauld, editor-publisher of *La Ferme* (909 Mount Royal Avenue East, Montreal, Quebec, Canada) . . . a progressive French language farm monthly. The magazine enjoys a paid subscription list of 177,805 . . . but there are 258,882 additional French-speaking farm families who are not subscribers. Publisher Raynauld has come up with a new plan explained in a 20-page, factual booklet . . . "Combine magazine advertising with direct mail advertising." Advertisers in *La Ferme* can cover the complete market (or parts of it) with mailings to non-subscribers at the low rate of 2c per name. For every four pages, advertisers are entitled to one mailing; two mailings for eight pages; three for twelve;

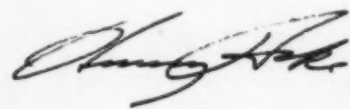
four for sixteen. List is constantly checked with electoral records . . . and recent mailing showed only 1.2% non-deliverables. Publisher pays part of mailing cost in anticipation of convertible subscriptions. We think this case deserves a high place in direct mail records. A broad-minded way of merchandising. Incidentally, Mr. Raynauld tells us that *La Ferme* is sold entirely by mail. No agents, no newsstand sales, no arrears.

SPACE RAN OUT past months . . . when I had promised to tell you about some changes we've been making to the front porch. The place was getting to be too crowded at times with visitors. We wanted to enlarge it into an outside screened patio and at the same time we'd been dreaming about a private swimming pool, which the town council frowned upon because of antiquated and unworkable restrictions. It just happened that a couple of our neighbors were in the pool building business. So we talked and read about swimming pools. Finally worked out a plan which council could approve . . . and got our permit. Tore down the carport and will eventually rebuild it on north side of house. Couldn't have picked a worse time to start alterations. It rained on twenty-five straight days end of July and August. Imagine what that did to a hole in the ground. But after weeks of pumping and sweating out the weather . . . finally got it finished. The pool is now just off what was originally the front porch. The deck around it is screened in . . . so the front porch is just about triple its former size.

A home pool is one of the best investments in health we know of. And in case any of our friends think we've gone haywire in extravagance, private pool building today, especially in the south, is a far cry from just five or six years ago, when such things were luxuries for only the pampered rich. Foolproof filters, automatic chlorinators, coping, valves, steps, fittings, building processes, have been developed by wide-awake manufacturers so that home pools are now within the reach of us ordinary people. Can be financed like a car. And in our case, the cost was less than the Ford convertible, which even after three years is in tip-top shape and will have to last another three years according to the budget.

From now on the enlarged front porch will be even busier than it was before. And there will be plenty of scuttlebutt from swimmers and relaxed loafers. The only point on which we are hard-boiled is . . . business comes first. Our day starts around six, with the birds. After breakfast, we are in the adjoining office before most of you are getting awake. Work on letters and magazine until one o'clock lunchtime . . . and from there on anything goes, and usually does.

Good luck always,



3 Bluff View Drive
Clearwater, Florida
Telephone: 3-7970

among direct mail products...

SEN-BAK* IS DIFFERENT!

*SEN-BAK is a patent applied for product of General Office Service Inc. • 527 6th St. NW • Washington 1 D C

THE PRODUCT

The SEN-BAK unit consists of a window carrier envelope, a die-cut window letterhead, and a business reply card, reply envelope, or special order form bearing the name and address of the prospect. The reply piece is fabricated to the letterhead—thus the one addressing shows through both windows—functioning as personalization for all three elements—the envelope, letter and the reply. This feature guarantees permanent positioning and easy tear-off. When assembled, Sen-Bak's personalized elements tied in with headline copy, make it an extremely effective direct mail piece.



PRODUCED

The SEN-BAK mailing unit is produced with specialized high speed equipment for economy and precision handling. The reply piece is mounted without the usual costly hand operations. Note: This product can be addressed through the open window either before or after machine inserting in the carrier window envelope. Reply forms are designed to give you ample room for display copy. Simple checking and easy tear-off features demand immediate response.

MAILED

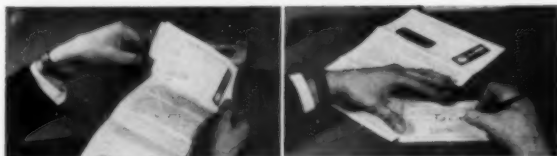
SEN-BAK units have usually been produced for addressing by the user's own mailing department or mailing house. However, complete addressing and mailing facilities are available at General Office Service, Inc.

RECEIVED

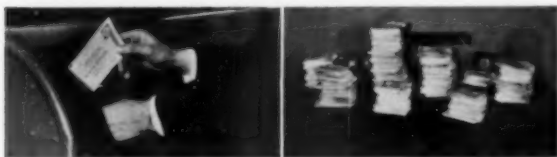
These functional features get action:



your prospect's name here and on the letter, too



he likes pull-off feature and no filling in—just "check"



in the mail today and on your desk tomorrow!

The prospect's name and address show clearly for sure delivery. There's no slipping in the window!

WILL IT WORK FOR YOU?

YES is the answer! SEN-BAK has been permanently accepted by many insurance companies, banks, publishers, mail order houses, manufacturers, distributors, retail stores, mutual funds, investment firms, loan associations, pharmaceutical houses, and fund raising groups. The versatility of seven different business reply formats make it fit in on practically all mailings.

THE COUNTRY'S FINEST ART AND COPY

SEN-BAK provides its users with versatility in talent. Creative services are available—from both the SEN-BAK staff and from a nation wide free lance group of artists and copy writers—to best meet our customer's needs.

REPRODUCTION

All SEN-BAK letters and reply elements are handsomely lithographed in the colors of your choice. Only the most competent craftsmen and the best equipment are employed in the production of this product.

TESTING

Testing of SEN-BAK is encouraged and recommended. Results speak for themselves. They are the basis for the amazing popularity growth SEN-BAK has enjoyed with budget-conscious experienced mailers.

DELIVERY

SEN-BAK deliveries are speedy and dependable. For over 34 years General Office Service, Inc. has kept its customers happy with deadline delivery of quality work.

COSTS

SEN-BAK is economical, having been mechanically produced throughout. Its unusual pulling ability gives you a bonus in low cost per reply. Prices and complete details are contained in the SEN-BAK KIT.

SPECS, TESTIMONIALS, SAMPLES



The Sen-Bak kit gives you complete easy-to-use layout guides, expressive letters from users, and interesting samples. This kit is free for the asking, without obligation. It will be rushed to you by return mail, so write TODAY on your company letterhead. No representatives please.



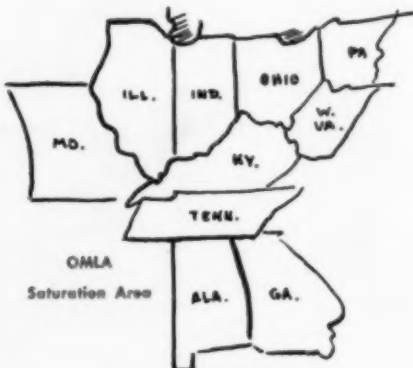
GENERAL OFFICE SERVICE • INC
527 SIXTH STREET NW • WASHINGTON 1 DC • NA 8-5348

There is only one way



Delivery

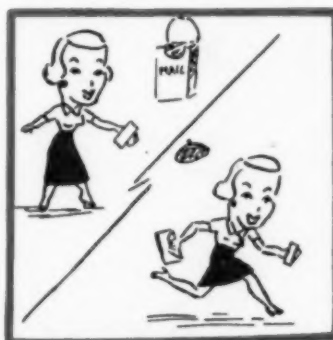
Choose your coverage with confidence. Use Occupant Lists compiled, maintained, and continuously revised in our plant. High speed equipment assures fast, accurate service.



TO REACH **EVERY** MAIL BOX OCCUPANT ADDRESSED MAIL

Your coupon, catalog or circular in the mail box has less competition for *Personal Attention* . . .

has an infinitely greater chance to be read . . . its message grasped . . . the reader excited to action!



Contact

The years of experience of our parent organization, the W. A. Storing Co., in occupant mailing for local retailers, regional chain stores and national dealers, is available to the coupon mailer through OMLA.

Send for new Occupant Mailing data based on Sales Management metropolitan trading areas in which you are interested.



Results



Occupant Mailing Lists of America, Inc.

Division of W. A. Storing Co.

OCCUPANT LIST COMPILERS — MAILERS

S. L. (Les) Cullman, Pres.
W. A. (Will) Storing, Treas.

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Columbus, Ohio
Capital 4-8893